



The Coin Machine Review

NOVEMBER, 1941

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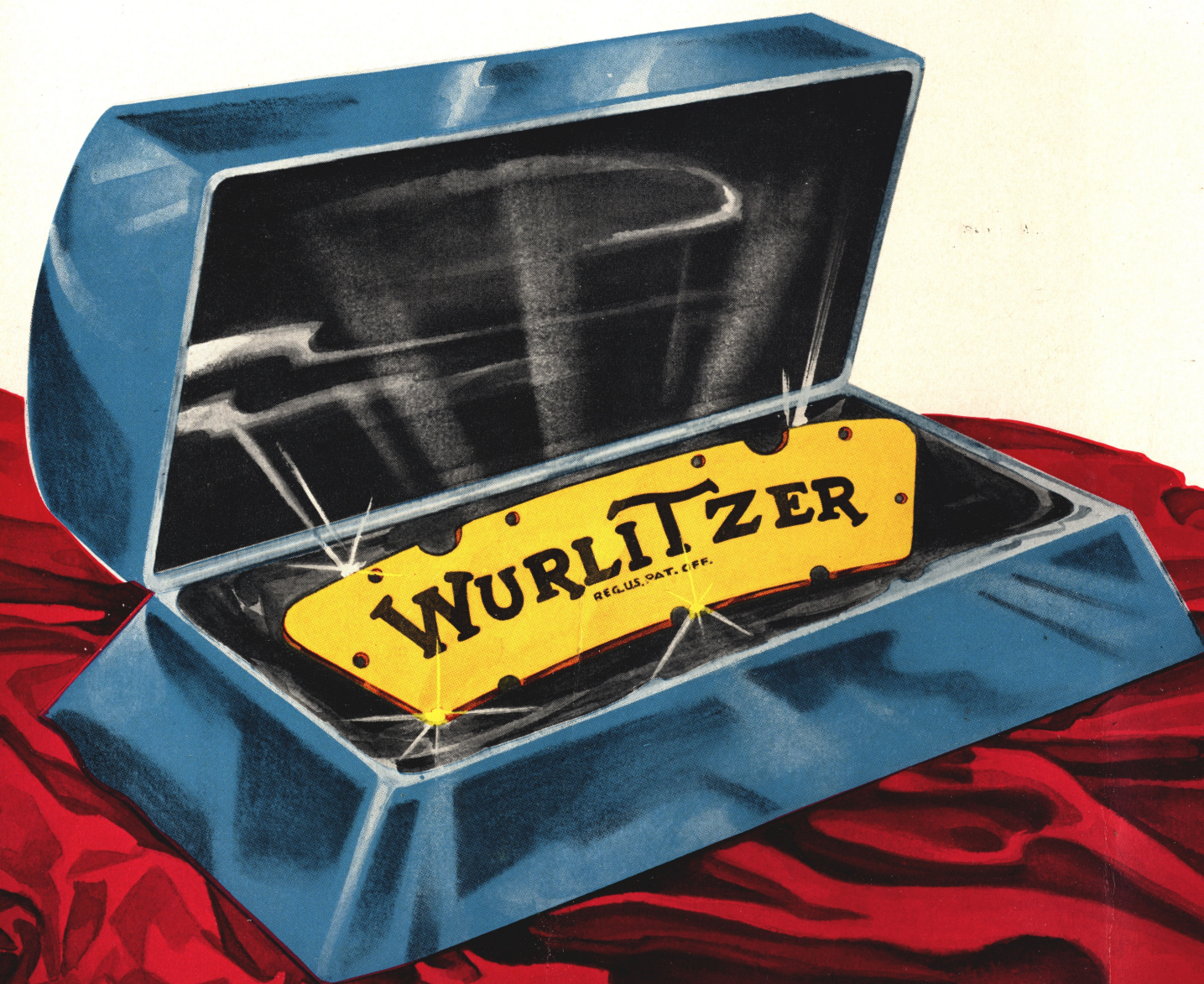
**WORTH ITS WEIGHT
IN GOLD TO YOU**



IT'S ONLY A NAME PLATE

But It Carries A Name Of Priceless Prestige

TO MUSIC MERCHANTS EVERYWHERE



It's one of the great names in the history of all music made famous by its appearance on Wurlitzer pianos, accordions and mighty Wurlitzer organs for generations.. It's the ONLY name in automatic music that people know and recognize as a symbol of musical quality.

Two hundred years of fame millions of dollars in advertising hundreds of thousands of successful phonograph installations—those are the reasons why TODAY Wurlitzer Music Merchants have the cream of the nation's phonograph locations and the profits that go with them.

★
WURLITZER
Victory
Model 750

1st
IN SALES
FOR '41

★



DYNAMIC PROMOTION TO AID DEFENSE SAVINGS PROGRAM LAUNCHED BY WURLITZER



M. G. HAMMERGREN
General Sales Manager
The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.

A DYNAMIC program to promote United States Defense Bond and Stamp sales has been launched by Wurlitzer, according to General Sales Manager M. G. Hammergren. Supplementing the concerted drive of the entire industry to place "Any Bonds Today?" on every automatic phonograph, Wurlitzer's promotion features many diversified phases.

Free Stickers Offered in Wurlitzer Broadside

A supply of free stickers designed to boost location play of "Any Bonds Today?" has been offered in a general broadside to all Wurlitzer Music Merchants. A steady flow of orders for thou-

sands of display stickers (see illustration) are being received and the stickers supplied from the Wurlitzer factory.

Phonograph operators everywhere are encouraged to request an adequate quantity of stickers to be placed on record-changer compartment windows and next to every wall box. "Help Uncle Sam Tell the World!" is the sticker's appeal to location patrons — "... Play 'Any Bonds Today?' — America's No. 1 Hit Tune."

Pledges from Music Merchants

Return postal cards with the Wurlitzer broadside are so designed that in signing their orders for stickers, Music Merchants also pledge full support of the bond campaign by placing "Any Bonds Today?" in No. 1 position on every phonograph.

Space has also been provided so that sets of Defense Savings posters issued by the Treasury Department may be requested for display in phonograph locations. Such orders will be relayed by Wurlitzer to the correct State Administrators of the Defense Savings Program, the material then to be forwarded directly to Music Merchants. All details of the program are being handled for the "Music for Defense" Department, set up at North Tonawanda especially for this purpose.

Wurlitzer Distributors Cooperating

Showroom and window displays featuring Treasury Department posters and the Savings Program have been arranged by all

Wurlitzer Distributors. Not only has this plan been followed in their own headquarters, but Wurlitzer Phonographs have also been supplied to leading stores for window displays built around the Defense Bond Program.

Special public-spirited promotions in many localities also are receiving full Wurlitzer Distributor cooperation. On the alert for such opportunities to be of service, these distributing firms have broad plans for continued tie-ins during the emergency period.

Periodic Flow of Suggestions from Wurlitzer Factory

Formulation of a long-range program of aids and suggestions to all Wurlitzer Music Merchants and Distributors has been completed at the Wurlitzer factory, M. G. Hammergren reports. In addition to special releases pertaining to the U. S. Savings Program, future monthly issues of The Wurlitzer Cash Box will feature the best idea submitted by a Music Merchant which ties in promotion of bond and stamp purchases, with automatic phonographs.

Defense Bonds for Idea Awards

Contributors of the best idea each month aimed at bond and stamp sales will be awarded a fifty dollar United States Defense Savings Bond by Wurlitzer. Regular monthly awards for take-boosting suggestions will hereafter be made in the form of Treasury Department bonds and stamps, supplanting the established cash prizes.

Under the new plan, a total of four awards will be given monthly by Wurlitzer to winning Music Merchants, all in the form of Defense Bonds and Stamps.

Wurlitzer Sets Employee Subscription Quotas

Capping the diversified program of The Rudolph Wurlitzer Company is its drive to secure a 100% Defense Bond subscription by employees. Departmental quotas have been established as the basis for a contest in which all company executives and employees will take part.

Special "Progress Charts" placed conspicuously throughout the North Tonawanda factory and offices will record weekly attainments.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

HELP UNCLE SAM TELL THE WORLD



PLAY

"ANY BONDS TODAY?"

ON THIS WURLITZER PHONOGRAPH

AMERICA'S No. 1 HIT TUNE

★ The COIN MACHINE REVIEW ★

Side Notes...



*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

... Contents



It is gratifying to see the steps already taken by the operators of Northern California to form an Association of Amusement Merchants' of Northern California. For the first time cognizant of the benefits of organization by the display of co-operation given the 1000 or more operators in the 48 northern counties of the State by Sid Mackin's Amusement Merchants' Association, Inc., of San Francisco, in conjunction with the new Federal Use Tax, the operators gathered in San Francisco on October 22nd, and laid the foundation for one of the largest and finest operating organizations in the entire country.

Said Mackin:

Great care and study was given to this far-reaching step before it was actually undertaken. The effectiveness of unification and proper representation through an organization of this sort being recognized by the far-sighted and leading operators throughout Northern California brought to the Amusement Merchants' Association, Inc., numerous requests over the past number of months to undertake such a project. Although the step was not taken immediately, the Association did work with various communities in an advisory capacity, assisting in many ways with their local problems. This procedure was followed because of the fact that to carry on an extensive organization undertaking such as this requires more than just a handful of representative people, and also, its ultimate success depended upon a well-laid plan and all-inclusive program before actual formation could take place. All this has now been done.

The over-all plan of operation will require extensive work before its full effectiveness becomes recognizable. The general plan of organization will be of unit type, various units being formed in central regions which will work through the central organization by representation. This type setup will allow complete flexibility and enable the various individual regions to receive the collective benefits of central organization, thereby allowing what might be termed "custom planned" programs, shaped and designed to achieve the best effect in accordance with individual local conditions. This flexibility, as you can readily see, will lend itself toward a greater unity of understanding and operation within the industry, and will also achieve a solid front in connection with over-all problems affecting the industry.

The operators of Northern California are to be congratulated on this forward step and the Industry must doff its hat to Sid Mackin and wish him well as he takes over these added duties in behalf of the operators in the West.

Paul Blackford

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Cover—

Introducing to the Coin Machine Fraternity a delectable dish currently featured in Featurettes Productions for coin-operated movie machines—none other than Betty Earll, the pride of the N. T. G. girls at the Florentine Gardens, Hollywood. Betty posed exclusively for this REVIEW cover. Her latest Featurettes production is "Hangin' Around the Fountain", directed by Roy Mack and soon to be released by Associated Producers Distributing, Inc.

THE COIN MACHINE REVIEW

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LOS ANGELES, CALIF.

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1941

Manufacturers Preparing for "Most Unusual Show Ever Staged"

CHICAGO—"The most unusual Show ever staged in the Coin Machine Industry!" That's what they're calling the 1942 Annual Coin Machine Show to be held at the Hotel Sherman, Chicago, January 12, 13, 14 and 15th under the sponsorship of Coin Machine Industries, Inc.

Unusual because current economic conditions are causing important changes to be made in the type of equipment being manufactured for coin operation today and at the 1942 Show many of these unusual devices will be unveiled for the first time.

Unusual too because the Show will be cloaked in a "Defense" motif and booths will be given over for patriotic displays of the products the various manufacturers in the industry are making for defense. In addition a booth will be provided and appropriately decorated for the dispensing of literature descriptive of Defense Savings Bonds and Stamps as well as for the sale of them.

Unusual as well on the entertainment side for the Government has agreed to provide speakers for the most constructive convention program it has ever been the privilege of the Coin Machine Industry to listen to or participate in. One speaker from the Treasury Department will address a meeting on the 1941 Defense Tax Bill, another from the same Department will talk on ways for American Business to co-operate in the sale of Defense Bonds and Stamps and still another speaker prominent in the Administration will make a rousing address on a subject pertinent to international conditions at the time of his address.

"There never was a time when the Industry was more in need of tightly knit organization and unselfish cooperation than right now," declared Jim Gilmore, Secretary-Manager of CMI. "Fully cognizant of the conditions that exist and that affect our Industry and fully aware of the uncertainties of the future that all industries are facing, I was instructed to ascertain certain facts before a definite decision was made to hold our Show in 1942.

"We circulated more than 9,000 operators in the country asking their opinions. Secondly we wrote to all former exhibitors seeking their comments; and thirdly, we checked with other industries to see what they are doing about their trade shows for this fall and winter.

"From the operators came an overwhelming plea for a show in 1942, from former exhibitors came the request for another show and promise of cooperating and exhibiting, and from other industries came the answer that a 'business as usual' policy was prevailing and no planned shows had been called off.

"Therefore we decided to go ahead with our 1942 Show and every effort is now being expended to make it truly an outstanding affair," Jim concluded. ♦

WHAT OPERATORS SAY

About the 1942 Show

(Comments received in CMI polling of Operators)

AKRON, Ohio—"By all means have a show. An Industry this large can meet once a year at least. It always peps me up with new ideas after a drag of a whole year, and after the Christmas rush. I always thought your shows very successful. Your continuing shows, is planning ahead."

NORWOOD, Ga.—"After all these taxes the Show will pep up the Industry and be a sign of confidence in the future."

LOUISVILLE, Ky.—"If we did not have a Show we would be taking a step backwards in coin machine operating."

MINNEAPOLIS, Minn.—"Coin Machine Business will die if we have no Show to stimulate it."



Hank Maser, Pops Druck and George Druck pose with their Concertinos. Maser and his California Concertino Band are said to be the only amplified Concertino Band on the West Coast. Hank is Jennings special factory representative and hopes to have 50 pieces in his band shortly.

KENTON, Ohio—"It would be a backward step to discontinue the Show."

BIRMINGHAM, Ala.—"Helps morale of industry, and gives operators and distributors up to date picture of conditions."

ST. LOUIS, Mo.—"It affords the opportunity for operators and distributors from all parts of U. S. to exchange views and lend each other helpful advice."

DETROIT, Mich.—"If Federal Government feels machines are good for \$10.00 a year tax, why let down?"

MEMPHIS, Tenn.—"We would like to find out what the Industry can build for next year."

LOUISVILLE, Ky.—"It's been a tradition with me to attend every Convention since they began and I pick up many new ideas. Let's continue to have them."

Nack Knows the Knack of It

NEW YORK—Some manufacturers visit Washington, spend a week or two, entertain half a hundred government executives and pay dearly for the privilege before returning home with a Defense manufacturing contract. But that's not the way Arthur Nack, advertising manager of Rowe Manufacturing Co., Inc., licked the proposition.

With metals needed for vending machine manufacture facing stringent curtailment, Rowe had been looking around for some government work that would help to keep their vast Belleville, N. J. plants working at full time and more than 200 employees on the payroll.

Nack immediately took the problem over, mapped a modest test campaign—which turned out to be a success story far beyond anything he dreamed. Nack wrote a sales letter, a straight-from-the-shoulder appeal packed with human interest to the members of the New York and New Jersey chapters of the National Industrial Advertisers Association, of which he is a member. Plainly he stated what Rowe could do in the way of handling sub-contracts and back came the replies. First a sub-contract totaling \$23,000 and then one of about \$1,000. In addition negotiations were opened with another firm which will bring at least a \$1,000,000 in work to the Rowe plant when production gets under way on stamping and assembling parts to be used in making incendiary bombs.

So with a total sales cost of approximately \$35.00, Rowe is doing its share of Defense manufacturing, as well as continuing its vending machine manufacturing activity, thanks to the ingenuity of advertising manager, Arthur Nack. ♦

N.J. Operators Pick Banquet Date

NEWARK, N. J.—Sunday, December 7th, is the date approved for the Phonograph Operators' Association of New Jersey annual banquet. The event is to be held at the Top Hat in Union City. In addition to the Top Hat review, already engaged, a number of radio and recording artists have pledged their talents for the event that promises to attract a huge turnout. ♦

"I hear you've been studying for months how to increase your salary. How did it turn out?"

"Poorly. The boss had been studying how to cut down expenses."

COIN
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FOR
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1941

A NEW SERVICE FOR

Operators Jobbers Distributors Manufacturers

AT THE CHICAGO SHOW

To fill a definite need, we present at the 1942 Exhibition & Convention of the Coin Machine Industry—January 12-15 at Hotel Sherman, the First Annual

National Slug Rejectors School

Plan now to send your service men or mechanics (or come yourself)—learn more about the latest models and types of slug rejectors. The School will present all essential facts and details, including methods of operation, maintenance and adjustment. Attendance at the classes, while in Chicago, will save you and your company expense and time during the months to come. The School is open to all interested without cost or obligation.

For further information, visit Booth 16, Room 609, or write

NATIONAL SLUG REJECTORS, Inc.

5100 San Francisco Avenue

St. Louis, Mo.

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1941

◀ Daval Conversions Win Approval

CHICAGO — Daval's new conversion method for rebuilding the present model Marvel and American Eagle counter games into non-coin-operated machines and, thereby, eliminating the \$50.00 tax has won the acclaim of leading operators, jobbers and distributors all over the country, Al S. Douglass, president of the firm reveals.

This new method brings in money faster as no time is lost in the playing action of the machines because the player goes right on pressing down the lever without using coins. The resettable register keeps track of every play. The operator has his own register which shows him the total number of plays made between check-ups. The location owners benefit because it ends the search for change; the player plays as many times as he desires and then pays just like on a salesboard.

Other desirable features are the end of worrying about machines being broken into, for no coins are in the machine, and idle periods due to repairs caused by bent and mutilated coins clogging chutes are eliminated. A week or so, including transportation time to and from the factory, is all that is required to convert coin-operated machines to non-coin-operated machines. ♦

* * *

"I draw the line at kissing,"
She said in accents fine.
But he was a football hero,
So she let him cross the line.

◀ Jenkins Calls Tax Blessing Shrouded

CHICAGO — Improved operating methods as a result of the federal tax on coin-operated machines is the prophecy of George Jenkins, general sales manager of Bally Mfg. Co.

"With the additional expense of the tax to consider," Jenkins explained, "operators are checking up on their equipment more carefully than ever before. Machines which are not up to par in earning power are being weeded out by smart operators, and they are replacing such equipment with machines that will help them offset the tax. A strong trend toward consoles has also resulted from the tax."

The tax, causing a more critical attitude toward the type of equipment operated, will in turn result in better net profits per location and a general improvement in operating conditions. ♦

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The Coin Machine Review, published monthly at Los Angeles, California, for October 1, 1941.

State of California }
County of Los Angeles }

Before me, a notary public in and for the State and county aforesaid, personally appeared Paul W. Blackford, who, having been duly sworn according to law, deposes and says that he is the Owner of the Coin Machine Review and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal

Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Paul W. Blackford, 1115 Venice Blvd., Los Angeles, Cal. Editor, Paul W. Blackford, 1115 Venice Blvd., Los Angeles, Cal.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Paul W. Blackford, 1115 Venice Blvd., Los Angeles, Cal.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

PAUL W. BLACKFORD.

Sworn to and subscribed before me this 26th day of Sept., 1941.

(Seal)

A. J. STAPLES.

(My commission expires Sept. 4, 1945.)

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NEW LOCATIONS FOR COIN MACHINES

The Theatre Lounge

By HAROLD S. KAHM

During the last three years a significant change has taken place in the motion picture theatre industry. The new theatres, including neighborhood houses, vie with one another in the matter of size, splendor and lounges. The lounge of a modern theatre is at least as large and luxurious as that of the average first class hotel.

The purpose of these lounges is what the name implies—"to lounge." It is a luxurious place to linger while you are waiting for a seat, or for the end of the feature, or after the show. And now, for the first time, this lounge is being recognized as a legitimate amusement or recreation center. A new theatre in Duluth, Minnesota, has installed a magnificent soda fountain in its lounge, and already other luxury theatres owned by this same chain are starting to plan installations. The fountain, called the Milk Bar, has been a financial success. The theatre receives a percentage of the gross receipts for rental, and the bar itself is operated by a local dairy and ice cream concern.

Here is the highly important point: If the patrons of a theatre's lounge are sufficient to make a soda fountain highly profitable—a soda fountain with its salary overhead—such a lounge can support various types of suitable coin machines as well.

First, let it be remembered that people come to a theatre for one purpose: entertainment. The success of the Milk Bar at Duluth's Norshor Theatre has proved that they are not anxious to leave the theatre after the show is over; they like to linger in the beautiful lounge, and a large proportion of these patrons are young people.

A coin phonograph, designed to fit into the lounge's decorating scheme, is one of the first opportunities to appear. Modern theatres are well soundproofed so there is no objection on the score of interferences from the music.

Not a few of the new theatres would, as a novelty, cooperate in apportioning a section of the lounge for a small dance floor, the coin phonograph supplying the music. It is easy to understand how the attraction of such a theatre would be increased, if it offers, in addition to movies, a Milk Bar, and dancing in the lounge.

But even without dancing, pleasure-seekers always are good patrons for coin operated phonographs, and this is especially true when they are in a lounge with nothing to do.

Part and parcel of the entertainment picture is the elaborate fortune-telling machine. Lounge idlers, young couples, girls, women, are bound to be intrigued by a beautiful and mysterious fortune-telling automaton. Fortune-telling has been a legitimate part of the amusement scene since the earliest days of the Fair and the Bazaar in the ancient world.

The one requirement is that such a machine be redesigned, or redecorated, if necessary, to conform to the lounge's costly decorative scheme.

Weighing scales have for some time been accepted as a part of the theatre rest room picture, as have candy vendors and Coca-Cola vendors in the lobby. There is nothing new, therefore, about the basic idea. The newness lies in making use of the modern theatre's luxury lounge as a separate entertainment center.

The types of machines that may be installed in a lounge depend largely on how carefully they will fit into the decorative scheme. Some of these lounges have cost thousands of dollars to furnish and decorate, and the management has no desire to turn such a place into anything that looks like an ordinary Sportland or Penny Arcade. The number of machines is certain to be limited—three or four will probably be the limit.

We have dealt with the idea of a coin phonograph and a fortune-telling machine, both of which are in keeping with the tone of the theatre. What about the others? The answer would appear simple: any type of machine that has been accepted by first-class hotels for their lobbies or mezzanines has a legitimate place in the theatre lounge. Foremost among these is the rifle range, of the silent variety. Just as the fortune-telling machine appeals chiefly to

women, the rifle range appeals chiefly to men, and a rifle range, like music and fortune-telling, are age-old accompaniments to the entertainment picture. Another equally acceptable possibility is the anti-aircraft machine, which can easily be painted to harmonize with any color scheme and which requires small space. One may be assured that the business of such a machine would boom every time the theatre shows an aviation picture—which is frequently.

Another particularly suitable machine is one vending photographs of movie stars.

The theatre's main interest in installing these machines is primarily additional revenue. Second, it is the idea of adding new novelties that will intrigue the public.

New theatres are being built constantly, and almost without exception the larger ones are equipped with large general lounges, and there is every reason to believe that from now on these lounges will be equipped with soda fountains as well. The theatre lounge is becoming a separate place of entertainment, and the best time to get in on the ground floor of this new movement is now. ♦

Gilmore Invites Coinmen In

CHICAGO — Manufacturers, Distributors, Jobbers, and Operators are again invited to call, when in Chicago, at Coin Machine Industries, Inc., in the newly decorated and enlarged headquarters in Hotel Sherman, Suite 323-324.

This is the third such invitation extended by their genial Secretary, Jim Gilmore, who says that the invitation includes not only a get-acquainted or re-new acquaintance chat but also use of the telephone for city calls or the privilege of dictating a letter or two. Jim claims to have a fund of information on the business, and what he doesn't know he'll investigate for you—also he is well posted on the new tax and rulings imposed by the Treasury Department and how they affect all kinds and descriptions of coin operated machines. Why not take advantage of this invitation when in Chicago? ♦

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NOW ... FASTER PLAY ... FAR BIGGER PROFITS ... CONTINUOUS ACTION ... ON MARVEL AND AMERICAN EAGLE with DAVAL'S NEW TAX FREE METHOD!

No more worries about the location running out of change! No more stopping by players when they run out of coins! **CONTINUOUS ACTION!!** They keep right on playing and playing—**FOR FAR BIGGER, FASTER, EASIER, STEADIER PROFITS THAN EVER BEFORE!!** AND—PLUS ALL THIS—THE NEW DAVAL CONVERTED MARVELS and AMERICAN EAGLES are "TAX FREE"!!

Rush your Marvels and American Eagles to Daval today—have them completely converted to this new non-coin-operated play action—get the biggest, most thrilling surprise of your life as these big, juicy, "tax free" profits come rolling in!!!

COMPLETE
CONVERSIONS
ONLY...

\$750

EACH

YOUR PRINTING IS YOUR SILENT BUTLER

See that when it opens a door for you, it makes the right impression. The Coin Machine Industry demands "Individuality," "Economy," "Speed." You get these plus lowest Western quotations from

HOLDSWORTH PRINT SHOP

128 South Alma St., Los Angeles AN 16077

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

TEXAS

HOUSTON — Houston operators had their first social meeting of the season October 15, at the recreation hall in Southern Select beer warehouse. Operators F. S. Clancy, Al Janke, L. R. Gardener were hosts and treated the fellows to a swell party.

Despite the fact that it was an unusually stormy night; and several did not get invitations because of changed addresses and phone numbers, over thirty were present. Barbecued chicken with all the side dishes and plenty of Southern Select beer was the main event.

Mr. Nelson, Southern Select official, invited the operators to hold all their meetings in his plant. He also explained that the hall was absolutely free, all food and refreshments were sold at actual cost and prepared and served at his company's expense. He got a big hand for the food and refreshments are always plentiful, of the highest quality, and excellently prepared and served. Southern Select beer is a product of Galveston-Houston Breweries, Inc. Operator William Peacock announced that a social meeting would be held at least every three weeks through the fall and winter months.

Ed Lear, Seeburg sales representative, has completed his flying course and now covers much of the South Texas Territory by plane. Referring to time saved, Lear said he called on Operator Melvin Blum at Bay City, had a nice visit, lunch, and was gone from Houston office only two and a half hours. Bay City is a two hours' automobile drive from Houston.

Operator Ernest Gates was hard hit by

the hurricane late in September. The roof was blown completely off his bayshore home at San Leon; his fishing boat, Sea Tag, was wrecked; his fifty foot pier was demolished; and the sea took over a 25 ft. strip of his property when that much of his several hundred foot water frontage caved in. Gates has another boat, Sea Tag No. 2, and hopes to have a bulkhead built before the next blow comes along.

A. H. Shannon, owner of Coin Machine Sales Co., one of the pioneer coin operated device firms in Houston, reported good business, especially in cigarette machine operating.

M. R. James, of Coin Machine Sales Co., and Bally sales representative, recently returned from a trip to St. Louis, Chicago, and points east.

Raymond Williams, of Commercial Music Co., and A. M. Mendez, Wurlitzer district manager, left October 24th for a business trip to the Wurlitzer factory. Purpose of the trip was to get larger shipments of phonographs and Wurlitzer equipment for the Texas territory.

Ervin Herzik, H & D Novelty Co., Schlenburg, always manages for enough time from operating to do his share of bird and wild duck hunting. This season he has fine duck blinds. Anderson Sage, Seeburg salesman, is one of Herzik's steadiest hunting partners.

A. C. Hughes, of the phonograph depart-

ment at Electro Ball Co., Dallas, won a vacation trip to Canada in a recent sales contest. Hughes made the Canada quota with 100 Seeburg phonographs to spare.

According to State Comptroller's Department at Austin, revenue from coin operated cigarette machines in Texas for the year ending August 31st was \$293,255.00. Revenues for previous years from all Texas cigarette machines was \$121,363.00. Cigarette tax stamps and permit revenue totaled \$8,178,696.00 for the year against \$7,205,523.00 for last year. Total sales figured 43 packs each for every man, woman, and child in the State.

A distributor, referring to difficulty of filling orders, said: "the operator is really having his day now. His older model machines are on good locations, and he doesn't worry as much about getting bumped by a newer model as he has in the past. Naturally, I'd like to be able to get more equipment to deliver; still I'm truly pleased to see operators making money on stuff they already own".

The trend in Texas is now definitely toward strictly legal equipment. Many operators are turning from amusement games to phonographs, vendors, and counter games. Cigarette machines and merchandise vendors sales for this season have topped all previous records by a wide margin.

John G. Wright ♦

COIN
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REVIEW

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FOR
NOVEMBER
1941

PROspect 5983

Western Vending Machine Service

SERVICE • SALES • DISPLAY

ALL MAKES OF USED CIGARETTE AND
CANDY VENDING MACHINES

J. C. CANTOR

2702 So. Hill Street

Los Angeles, Calif.

1941's BEST XMAS GAG!

"Winter Underwear for Men"

KNITTED IN HOLLYWOOD BY
MRS. P. T. WARMER

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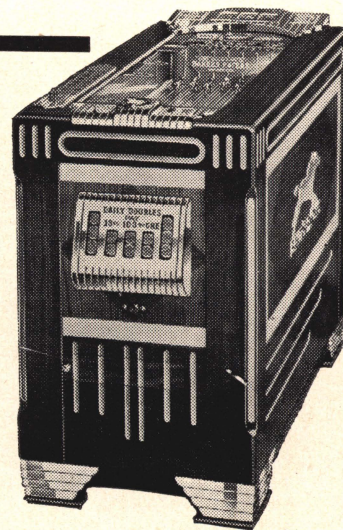
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NEW YORK

NEW YORK (RC)—Joe Fishman did it again. The Amalgamated Vending invited Joe back, and he couldn't resist. Lou Goldberg remains as managing director, and Joe's official signature is now co-manager. The sign-up was just in time for the United Jewish Appeal confab at the Hotel Astor at which practically every judge in town appeared.

The AMOA raised the rafters on the swank Waldorf with eats and a parade of talent as big as your eyes. An address by C. T. McKelvey of Seeburg, with Vincent Lopez and Benny Goodman thrown in for good measure were the high spots. And less we forget, the Wurlitzer boys were out in strong force too, meaning Robert Conner, Ernie Petering and Joe Darwin.

Are we doing our bit? You bet those nickels we are! Official recognition of coin machine activity in behalf of defense bonds is in the hands of Nat Cohn of Modern Vending. Wrote Secretary of Treasury Morgenthau, "The Treasury Department deeply appreciates the fine spirit of cooperation your company is now expending in behalf of the Defense Savings Program."

Something new is impending in George Ponser's office. What's cooking? Bashful George won't give out but our advance scouts have come back mumbling and ga-ga-eyed about a new merchandiser.

Take a gander on the renovated Bert Lane office on "The Row." Here is merchandising with a capital M. It takes us back to some of the early days of the business when we first started to visit the distributors. Boy, were some of them sloppy! But the new crowd are no monkeys. You can take your best pal when you shop around town these days, and when he sees the swell layouts he won't have any backward thoughts about the business you're in. More power to the up-and-coming youngsters who are climbing fast and taking the industry with them.

Homer E. Capehart was among the celebs in town recently. The jolly-faced hombre of Packard was almost caught short when his cigars gave out, but Homer managed it by regaling the boys about the old times. Capehart has always been enthusiastic about the coin machine business, especially when the outlook was darkest. Today he is more confident than ever that when That Man over there is done for, coin machine operation will come into its own, not only on this continent but the world over.

The industry also claims talent in its ranks. First there's Eddie Lane whose "Let's Dance This One Out" has been released on the latest Minoco strip for Panoram. And only recently at an impromptu turnout of the George Ponser Co. at a neighborhood hot spot, Irving Kirsch, local coinman, stole the spotlight right from under the emcee's nose by a burst of imitations that brought the guests up on their

chairs. The inside story is that Kirsch is a former vaudevillian who left the two-a-day for the greater security of a nice clean route.

Bob Hawthorne is shaping up nicely as office manager of Du Grenier on "The Row." Now that Bob is major domo and has his own office, he is serving notice on the boys that he won't be harsh with 'em if they care to drop in. Just put on your best

togs, give the password, and Bob will let you have a peek at some swell winners in the merchandising line. Bob ought to know as he was operating these machines only a short while back.

Maybe some of us don't know it but one of the keenest merchandising brains in the United States, a young man who has authored several volumes on selling, not to mention numerous articles and even one of America's most popular songs, and who today holds down one of the best-paying jobs in advertising, is a mainstay in the trade. We refer to James T. Mangan of Mills, whose ads and general copy have won prizes and commendations from leading authorities and who, while still a young man, tells many a greyhound how to do it.

What's going over in pintables? Our scouts report that Big Parade, Bola-Way, Texas Mustang and Bosco seem to be getting the play. Sky Fighter still ranks in

I Am A Successful Coin Machine Operator

I AM A SUCCESSFUL COIN MACHINE OPERATOR when my fellow operators refer to me with pride in discussing the industry.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when other operators ask my advice on how to handle business problems that confront them.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when I am able to take advantage of every discount that comes my way.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when salesmen come into my office with a smile, are overly anxious to do business with me, and leave my office with a smile.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when my pride in my business urges me to keep everything in spic-and-span shape.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when every one of my employees will fight "tooth-and-claw" any one who says anything uncomplimentary about my business or myself.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when other business men in my community start suggesting my name as the logical man to head a civic or community enterprise.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when I can find time enough from my business to play golf, go fishing or hunting, or indulge in some sport . . . without injuring my business by my absence.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when I realize that I could never possibly know everything about the coin machine business and am always interested in learning something new about it.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when I use my trade journals month after month as a source of new ideas and information rather than discarding them after a hasty look.

I AM A SUCCESSFUL COIN MACHINE OPERATOR when I am not quite sure in my own mind whether I am a success or not and believe there's a lot more I have to accomplish before I can call myself successful.

—Ernest W. Fair.

COIN
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REVIEW

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FOR
NOVEMBER
1941

INTERNATIONAL FORWARDING COMPANY

— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —

Daily Consolidated Cars to

All points in California, Idaho, Nevada, Utah, Oregon and Washington
with

Specialized service on shipments of coin-operated games and phonographs.

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TURN PAGE

Let's Tipple



This Month—

Surprisingly interesting drinks are revealed in this month's Best Drinks of Coinmen. Paul Laymon gives up a secret he has cherished for years and W. E. Simmons comes forth with one that requires a clear mind and even nerve to compound. Send in yours for next month's column.

Three jiggers and one dash and you have Southern Comfort

- 1 jigger lemon juice
- 1 jigger grenadine
- 1 jigger Southern Comfort
- dash of Angostura Bitters.

Shake well with cracked ice. Add cherry and lemon peel. Serve in chilled cocktail glasses.

PAUL A. LAYMON,
Los Angeles.

"Guaranteed to make an Englishman go out in the mid-day sun! Mad dogs do it anyway! Some years ago, while in Singapore, I became very well acquainted (but not too well) with the famous—or infamous—as the case may be, native English drink which is more or less peculiar to that over-heated portion of the world, the 'Gin Sling.' I have many times since tried to obtain the same drink elsewhere, but without success. They're made elsewhere in the world but aren't the same."

Singapore Sling

- 1 tall glass and plenty of ice
- 1 jigger of gin
- 1 jigger of cherry brandy

A generous quantity of fresh lime juice and soda water.

DeWITT EATON,
Divisional Sales Manager,
Eastern Territory of
Buckley Music System, Inc.,
Great Neck, Long Island, N. Y.

the rifle games. Penny arcades are coming back with leaps and bounds. Three more have been added in Manhattan; one in Yorkville, and one scheduled for Washington Heights.

Add a real winner: Sodamat. It now looks like this wonder is going to be a permanent part of R. H. Macy and other big department stores. The next step is theatres and hotels.

Jack Berger of Newark Coin-O is sole owner of the firm now and notifies this correspondent that he will soon release further information of a character to interest the Jersey and New York operators. Watch this column for the break.

The good news is that robberies were down in this territory for the period beginning September 28 and ending October 30. There have been two arrests for tampering; one man has been arrested for representing himself as a mechanic, and three slug-passers were caught red-handed. One fellow was apprehended by a telephone inspector.

The release of earnings by the Wrigley chewing gum people and other semi-luxury

items should give all coinmen thought as to the possibilities of vending. The business slipped a few years back but many an operator who made money will tell you that he first got his start as a vendor. Two things must be kept in mind in connection with the future of vending. First, manpower is being depleted everywhere. Two, large Eastern chain retailers like the A & P, the Great Bear, etc., have definitely gone in for coin vending. Ridiculous? Then just take a walk and look at the clicking turnstiles placed in front of the store. First you pay, then you enter and pick what you want. The next step is irresistible. A machine that will give you a clean package preserved from any handling and ready to be taken out of the store. It's coming, fellers, it's coming.

Considerable furor has been created in New York because of *The New York Times* attitude on pintables. As if damage was not enough, one weekly had to reprint the sad story thus affording additional circulation. There's only one way to overcome bad news and that's by larding it with thick layers of good news. Wanted at once, im-

This has nothing to do with Atlantic City or Venice Beach.

American Beauty

- Juice of ½ a lime
- 1/3 Italian Vermouth
- 2/3 Cognac
- 5 or 6 drops Cointreau
- 3 or 4 drops American Pican

Shake with cracked ice and serve in a hollow-stemmed glass, the base filled with Parfait Amour and cork with a cherry. This makes not only a tasty drink but one of beauty.

W. E. SIMMONS,
Western Regional Manager,
Packard Manufacturing Corp.,
Hollywood, Calif.

Maybe a little out of season right now but sure to "click" when the right season comes along, is this special recipe for

Tom and Jerry

Use a large bowl. Take the whites of any number of eggs and beat to a stiff froth. Add 1½ barpoons of sugar to each egg used.

Beat the yolks of the eggs separate. Stir well together and beat until you have a stiff batter. Add to this as much bicarbonate of soda as will cover a nickel. Stir up frequently so that eggs will not separate or settle.

To serve: Put 1 tablespoonful of batter into Tom and Jerry mug. Add 1 jigger Rum and Brandy mixed. Fill up with boiling water or milk; grate nutmeg on top, stir with spoon and serve at once.

ARCH C. RIDDELL,
Harmony Hostess Wired Music,
Pasadena, Calif.

Oh, the farmer, the farmer, took another load away—well, here was what he was loaded with and after one taste, you'll follow his example:

Farmer Grey

- 1 jigger apple brandy
- ½ jigger curacao
- juice of ½ lemon
- 1 teaspoon sugar

Shake with cracked ice, pour unstrained into collins glass; fill with siphon water.

W. E. EARL,
Stoner Corporation's
Western Representative.

You won't run from this one . . . you'll hang on tight and I do mean "tight."

Jo-Jo Special

- 1 jigger apricot brandy
- juice ½ lime

Squeeze juice ½ lime into highball glass, add lime shell, cube of ice, jigger of apricot brandy, fill with Sparklet water. If drink is too sweet, add dry gin.

C. WALTERS,
C. Walters & Associates,
Los Angeles, Calif.

mediately, a campaign by the industry that will relate the facts and give the public the whole story. The longer you wait the deeper the bad news sinks.

Have you bought your defense bond yet? As our boss pointed out in a lead editorial last month, this is the industry's big chance to shine. More and more manufacturers and distributors are joining the parade, but we would like to see the individual operator take a hand. Don't sit back. It's your job as well as the job of the inside man. Show the government and the American people that the coin machine trade is second to none in the all-out effort to put the skids under the original Katzenjammer kids. If you can't pay for a bond, the purchase of stamps will help.

Irving Sherman. ♦

"Is anything the matter, sir?"

"It was on the tip of my tongue a moment ago and now it's gone."

"Think calmly and it will come back to you."

"No, it won't, it was a two cent stamp."

PHILADELPHIA

PHILADELPHIA (RC)—A special election of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, held early in October, saw some changes in the executive personnel. Re-elected President for a second term was Philip Frank. Frank succeeded Charles W. Young of the Delaware River Music Co., Haddonfield, N. J. Young exchanged positions with his successor assuming a seat on the Board of Directors. Other changes saw Maurice Finkel, executive of the High Point Amusement Co., succeed Joseph J. Mellwig as treasurer; Harry H. Elkins, retiring secretary, was replaced by William L. King. Only official to retain his position was Jack Sheppard, who remained Vice President.

A new Board was also elected with ex-prexy Young heading the executive board while Sam Stern of Keystone Vending Co.; Martin Levitt, Garden State Amusement Co.; Meyer Cowan, Major Amusement Co.; Samuel Weinstein, Mutual Music; Edward Klein, Premier Music and Edward Klein of Premier Music were given seats on the Board.

Best news of the month for phonograph operators was the appointment of popular Paul Knowles as record department manager for Raymond Rosen & Co., local Victor and Bluebird record distributor. Paul is well acquainted with operators and their problems.

Nice headquarters are being maintained now by Harry Stern, operating as Major Amusement Co., at Fifth and Poplar Sts.

The Premier Music Co. is now operated by the three Klein brothers, instead of by Edward Klein alone, according to a petition filed in Common Pleas Court showing that Bernard, David and Louis Klein are now operating the company at the old headquarters at 815 Ritner St.

I ran into Morris (Reds) Margolis early in October and congratulated him on taking over operation of the beautiful Follies theatre, classy burly house at Broad and Locust Sts. "Reds" is using the same push in making the house a success that he did in boosting himself into being a leading music machine operator.

The largest record department in the country is now being operated by Raymond Rosen & Co. since internal alterations increased the department capacity to triple its former size.

I had the pleasure of introducing a number of leading Victor and Bluebird artists to many operators during the past month when I covered the town with Dick Todd, Art Jarrett, Bea Wain, Jan Savitt and Vaughn Monroe, all of whom popped into the "Quaker City" to say "hello" to dealers and also to make some personal appearances.

A beautiful new 1942 auto is the proudest possession of Maurice Finkel, High Point's prop., who gave me a test-ride to demonstrate the car's smoothness.

Eddie Heller, rushed into town late in October for a hasty two day visit among his old friends. Eddie reports considerable success in boosting Abe Lyman records and was extremely happy in his new job.

Newest cinema-machine operator is Edward H. Gornish who opened the Northern Panoram Co. for operation of the Mills Panoram. Gornish maintains headquarters at 613 So. Clarion St.

Another new figure in the local industry is Howard M. Kuehner, operating as the Coledrinx Co.



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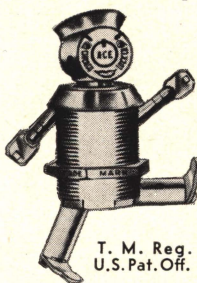


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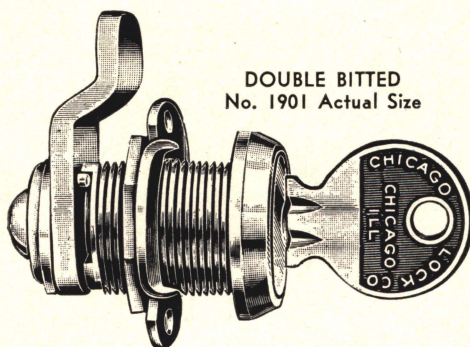
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CHICAGO LOCK CO. 2024 N. RACINE AVE., DEPT. 9-B, CHICAGO, ILL.



A popular factory operator, Robert Kline, is now running his own office at 630 Race Street under his own name after working for many years as manufacturer's representative of a leading cigarette vending machine.

Irving Mirisch is another entrant into the coin machine industry.

Biggest smash of the current season is Tommy Dorsey's novelty tune, "The Skunk Song" while another quaint tune that is clicking smoothly is "Modern Design," cleverly arranged from current trends by Sammy Kaye. Also stealing thunder from today's news is Barry Wood in his thrilling rendition of the Treasury Song, "Any Bonds Today".

Race artist Lil Green certainly made a fine impression during her dance appearance late in October, and I certainly had

pleasure in "knocking her down" to several operators, many of whom purchased her autographed records for their Green fans among location owners.

Harry Bortnick. ♦

* * *

"So your brother is a matinee idol?" "Yes, he sits around the house all afternoon."

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COIN
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FOR
NOVEMBER
1941

DENVER

DENVER—Combining ingenuity with patriotism, Gibson Bradshaw, head of the Denver Distributing Co., hit upon an ideal set-up for at least one location. Bradshaw had his service department paint a phonograph in the red white and blue motif and put "Any Bonds Today" as the number one record. The location owner is a lady whose son is an RAF flier, so the machine naturally pleased her and reports are that the patriotic music box is doing mighty well too, so far as receipts are concerned. Bradshaw found his service department came in handy too, in helping him dispose of some target skill machines on which he was overstocked. Attractive floor stands were designed which converted the machines into console types. Feeling that the war theme was being overdone Bradshaw decorated his stands with a cowboy, stressing the thought of "Shooting from the hip". Results: All machines have been placed and receipts are averaging three times as much as the machines did without the stands.

Aggressive Denver operators are finding nice locations at the various army posts in this region. Milton Pritts has several machines at Lowry Field and goes so far as to record the band, glee club and orchestra at the field so that the boys can hear themselves and their buddies on the music boxes. Pritts says these records get as much play as any on the machines. Walt Jantz has both amusement and music machines at the non-commissioned officers club at Ft. Logan totaling six units and has four more units in the post exchange all of which are doing nicely.

Speaking of the army, Red Reuler who, before he joined the Colorado National Guard and went into training was the youngest operator in this region, was home on a furlough the past few weeks. Red says army life is okay and that his younger brothers are taking care of his coin machine operations in great style.

The past few weeks have seen the placement of movie machines on the largest scale since their introduction in Denver, by the Rocky Mountain Soundies Co. The company which holds the Panoram distributorship in Colorado, Wyoming and Nebraska has fifteen locations in Denver, ten in Omaha, fourteen in the territory surrounding Denver and thirteen in Wyoming. Receipts are said to be averaging from \$50 to \$70 per week per machine. The new lend-lease plan of putting a machine in a location and having an operator carry on is meeting with nice acceptance. The plan was devised to allow operators to keep their conventional phonographs in locations along side of a Panoram without making a double investment. Radio is being used to publicize both the machine and locations. Rocky Mountain Soundies Co. is a participant in the KMYR program Keep Denver Ahead which consists of a mythical trip around the city and includes stops at Soundies locations.

Lou Shulman of Modern Music Co. says his company is going great guns with Packard Wall Boxes with lots of repeat orders. Distributorship of the boxes has been expanded with Modern to include Idaho and Utah to the original list of Colorado and Wyoming. Incidentally Lou says he has no particular reason for his prediction but he expects a real spurt in collections beginning November 10 and continuing through for several months. Frank Mazone,

one of Modern's routemen announces the arrival of a new son and heir.

They came, they saw, they fished—but if any of the group of Wurlitzer officials who were recent guests of Wolf Reiwitz on a fishing trip in the Rocky Mountains make claims to their piscatorial prowess let it be recorded here that it just wasn't so. Among the boys who enjoyed several days of the glories of the scenery and the companionship of colleagues but definitely didn't get fish were: Mike Hammergren, Spencer Reese, Ernest Petering, Ed Wurgler, Bill Bye, J. G. Burns, Fred Fields, and Ed and Russell Smith.

Century Music Co., Denver operators, are really going to town with their latest purchase being another carload of Wurlitzers. The outfit is also doing a big job on 5-10-25 wall boxes and recently changed boxes in all of its 225 locations so that all are now 1941 models.

Operator Ray Oldham of Rocky Ford, Colorado is getting some nice publicity from the Seeburg HiTone he has on location at the Maxwell Hotel at Lamar, Colorado. Each day the radio station at Lamar broadcasts a program using the records in the phonograph at the hotel to supply the music. Records are changed frequently and Oldham's operations are publicized on the program.

Milton Pritts, one of the busiest operators in these parts, finds time now and then to exercise his inventive genius. Pritts is working on a nine speaker installation with divided channel sound which will range from the lowest bass to the highest treble, each channel having a separate speaker. This set-up will give complete orchestration effect to different parts of the location. Pritts is also working on a color organ in which different lights come on when various notes are sounded.

S. W. London, head of the Milwaukee Coin Machine Co. and Mrs. London were recent Denver visitors at the Wolf Sales Co. Dave Chuyen is the new city salesman at Wolf Sales, L. W. Petelee has been added to the service department and Deloma Hitchcock to the office staff. Victor Copeland, utility man became the proud father of a baby girl weighing 6½ pounds. Excellent sales reports are coming in from George Rowe who is working in Arizona and Dan Brennan who is now in the Wyoming and Utah territories.

Operator and Mrs. M. W. McBroom of Colorado Springs are enjoying a vacation at Hot Springs, Arkansas.

Jim Gaddis, head of Mountain States Music Distributors, was recently feted at a surprise birthday party arranged by his wife.

P. D. Armour, head of the Yellowstone Specialty Co. of Salt Lake, passed away in that city last week.

Century Music Co. is now supplying each of its locations with table placards on which there is space for the name of the waitress and two of her record suggestions. The familiar Buy Defense Bonds seal is imprinted on the back of the card.

Herb Trackman ♦

* * *

College Student (parting from his professor, feelingly): "Sir, I'm indebted to you for all I know."

Professor: "Pray don't mention such a trifle."

* * *

"The horse I bet on was certainly marvelous!"

"Why, he finished in seventh place. The very last!"

"I know, but it took six horses to beat him."

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FOR
NOVEMBER
1941

Don't Get Caught WITH YOUR MACHINES DOWN

In Stock for Immediate Shipment

Mills Four Bells, Jumbo Parade Payout, Jumbo Parade Free Play, Jumbo Parade Combination Free Play and Payout with Mint Vendor, Bally Turf King, High Hand, Roll 'Em, 41 Derby, Topic, Keeney Super Bell, Two Way Bell, Fortune, Exhibit Big Parade, Chicago Coin Bola-Way, Gottlieb Texas Mustang, A. B. C. Bowler, Genco Bosco.

ONE BALL AUTOMATIC PAYOUT GAMES

Bally Jockey Club . . . \$154.50	Bally Sport King . . . \$110.00	Bally Santa Anita . . . \$110.00
Bally Pacemaker . . . 79.50	Keeney Winning Ticket . . . 59.50	Bally Grand National . . . 74.50
Bally Sport Page . . . 49.50	Western Derby King . . . 27.50	Bally Thistledown . . . 49.50
Bally Grandstand . . . 64.50	Mills Flasher . . . 34.50	Bally Hawthorne . . . 49.50
Bally Gold Medal . . . 39.50	Mills Hi-Boy . . . 39.50	Bally Stables . . . 22.50
Bally Deluxe Preakness . . . 27.50	Western Derby Time . . . 27.50	Bally Preakness . . . 17.50
Western Quinella . . . 27.50	Western Hey Day . . . 27.50	Mills Spinning Reels . . . 105.00

ONE BALL FREE PLAY NOVELTY GAMES

Bally Club Trophy . . . \$145.00	Bally Blue Grass . . . \$105.00	Bally Dark Horse . . . \$94.50
Mills 1-2-3 1940 . . . 87.50	Bally Sport Special . . . 77.50	Bally Record Time . . . 89.50
Mills 1-2-3 1939 . . . 39.50	Bally Gold Cup . . . 39.50	Gottlieb Track Record . . . 69.50
Keeney Contest, New . . . 112.50	Bally Victory . . . 40.00	Western 7 Flashers . . . 64.50
Keeney Pot Shot . . . 39.50	Exhibit Congo . . . 22.50	Bally Eureka . . . 32.50

AUTOMATIC PAYOUT TABLES

Baker Pacer J. P., New . . . \$299.50	Paces Races, J. P., . . .	F. P. and Payout with . . .
Paces Races, Wal. Cab. . . 90.00	Walnut Cabinet . . . \$149.50	Mint Vendor . . . \$152.50
Jennings Fasttime, Li. Nw. . . 84.50	Watling Big Game . . . 84.50	Keeney Triple Entry . . . 150.00
Jennings Multiple Racer . . . 39.50	Evans Lucky Lucre . . . 150.00	Mills Square Bell . . . 64.50
Pace 1940 Saratoga . . . 94.50	Mills Jumbo Parade . . . 89.50	Bally Royal Draw . . . 139.50
Evans 1940 Dominoes . . . 135.00	Evans '37 Dominoes . . . 44.50	Bally High Hand . . . 159.50
Exhibit Long Champ . . . 49.50	Exhibit Tanforan . . . 34.50	Evans '39 Dominoes . . . 94.50
Keeney Super Track Time . . . 175.00	Mills Jumbo Par. Comb. . .	Paces Races BI Cab. . . 49.50
Mills 4 Bells, Ser. 1600 . . . 250.00		Jennings Good Luck . . . 49.50

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V E N D O R S

Cherry Discusses Match Curtailment

by JAMES V. CHERRY
Manager, Cigarette Merchandisers
Association of New Jersey, Inc.

One of the latest problems arising in the Cigarette Vending Machine Industry is the question of matches. Prior to this present emergency there had never been any question as to the ability of the match companies to obtain whatever materials were essential for manufacturing purposes. At present there is a shortage in materials due to the Government requirements for Defense Industries. This has resulted in a sharp increase in the cost of matches plus a new Federal Tax which practically doubles the former price and, therefore, confronts the cigarette vendors with several necessary steps.

While some location owners had always insisted on using a special imprint match with their own advertisement on the cover, in most cases this additional cost was absorbed by the location owner. Another custom which had also become a practice in some areas was to give several extra boxes of matches to the location owner to dispense as he saw fit.

Under present conditions because of the additional cost and the real difficulty in

obtaining matches of any kind whatsoever, the result will be the elimination of special imprint matches from the vending machine scene. The operator will, of necessity, also be forced to reduce the ratio of the matches distributed to the number of packages of cigarettes sold; in other words, he will have to see to it that only one package of matches is given for every package of cigarettes vended by the machine.

With the precarious position of the cigarette machine operator today, due to increases in cigarette taxes and in the cost of matches plus additional taxes on this item, precautions must be taken in every phase of the business in order to show that fine distinction between a profit and a loss at the end of the year.

Add to this the fact that wages have been increased throughout the industry because of the application of the Federal Wages and Hours Act, the possibility of more taxes in the future on either or both articles due to the National Defense Problem and it can easily be seen that the operator must be more careful than in any time during his business existence.

It would be well for him to take the location owner into his confidence and to show him actually what can be made in the average location where a cigarette machine operates. Because of the swiftly reducing margin of profits in the Industry, it is more essential now for the operator to stand by

his association and to stabilize the industry as well as he possibly can through his individual efforts in these trying times. ♦

Gebert Completes 40 Years In Industry

CHICAGO—From the Advance Machine Co. comes the announcement that after serving forty years with the organization, A. E. Gebert retired as General Manager on October 31.

In response to Gebert's public "thank you" to his numerous personal and business friends for the many courtesies extended to him throughout the years, we feel sure that the industry joins us in the regret of losing so able a co-worker and friend. ♦

Machine Changes Aid Defense Program

CHICAGO—By cooperating with the Defense Program and eliminating strategic defense materials on the new 1942 model View-A-Scope, Automatic Games has been able to effect a saving of 15 per cent which they in turn have passed along to the operators, and reduced the price of the new model five dollars.

Many other new improvements and operating advantages have been incorporated in the forthcoming 1942 model. ♦

COIN
MACHINE
REVIEW

17

FOR
NOVEMBER
1941

CIGARETTE MACHINES

for
**IMMEDIATE
DELIVERY**

And Why You Should Order Them Now!

DESPITE the biggest summer business in our history, you can get Rowe cigarette machines immediately!

Careful planning, over a long period, is the reason why we can make shipments today, notwithstanding the recent unprecedented demand.

But, altho we have machines now, we can't predict the situation a few months hence. Frankly, we don't know how many machines we then will produce—that will depend on materials.

Because of the Defense Program—to which Rowe is contributing machinery and man hours—THERE WILL BE NO NEW ROWE MODELS IN 1942.

We do know, however, that if cigarette machines are built, Rowe will be building them; we also know that every machine we make, now or later, will be as fine as money can buy!

Considering the uncertainties of future production, do more than fill your present needs. Anticipate what you require tomorrow, as well as today, and get your cigarette machines now—while they are ready for IMMEDIATE DELIVERY!

ROWE MANUFACTURING CO., Inc.

World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines
BELLEVILLE, NEW JERSEY

◀ Glassgold Leaves On Extended Sales Trip

NEW YORK—Burnhart Glassgold, sales manager of Arthur H. DuGrenier, Inc., left November 1st on an extended trip that will carry him first through the South and then throughout the mid-West. He will be gone for at least one month or six weeks.

"My first stop will be at Beckly, West

Virginia, to meet our representative in that territory, Mitchell C. Doumany. I will travel along the Eastern seaboard with him and then will continue on to Memphis, Tenn. to meet Wally Sipple, our Southern representative," stated Glassgold.

"The Champion cigarette merchandiser and Candy Man 5c candy bar machine have enjoyed unprecedented sales during the Fall operating season and I expect to see as

many DuGrenier operators as possible on this trip," he concluded before boarding his plane. ♦

Vendors Ass'n Re-elects Officers

NEW YORK—The Annual Meeting of National Automatic Merchandising Association held in New York City on October 22 marked the completion of the first five years of that association's progress. The membership of the association includes manufacturers and operating companies in the merchandise and service vending machine field.

The officers who have served the association during each of the first five years were re-elected for a sixth term as follows: President—Nathaniel Leverone, Chairman of the Board, Automatic Canteen Co. of America; Vice-President—R. Z. Greene, President, Rowe Cigarette Service Co., and General Manager, Rowe Manufacturing Co., Inc.; Treasurer—W. G. FitzGerald, President, International Ticket Scale Corp.

Directors of the association elected at the annual meeting include the three officers and the following: L. K. Larson, President, Peerless Weighing & Vending Machine Corp.; F. S. Mason, President, Ford Gum & Machine Co., Inc.; E. V. Morava, Vice-President, Mills Automatic Merchandising Corp.; F. G. Smith, District Manager, American Locker Company, Inc.

At the meeting a committee to confer on association matters in the east was appointed consisting of George D. Pratt, Automatic Canteen Co. of America, Chairman; E. V. Morava, Assistant Secretary of the association, W. G. FitzGerald, L. K. Larson and George Seedman, Rowe Cigarette Service Co., Inc. R. Z. Greene will continue to serve as National Councillor to represent the association with the Chamber of Commerce of the U.S.A.

The association office is at 120 South LaSalle Street, Chicago, where C. S. Darling serves as secretary and F. J. Newman as assistant secretary. ♦

◀ Coast Operators Pick Univendors

SEATTLE, WASH.—West Coast Automatic Candy Corp., the Pacific Coast's largest exclusive operators of candy bar machines, have gone 100 per cent for Stoner's Univendors, according to Wayne Christy, the Northwest manager, who reports that lengthy tests of the more popular types of vending equipment followed the firm's decision, a year ago, to modernize operation.

Upon completion of these tests, Christy declared, "Stoner's Univendor stood out as the machine for our firm to use, and this year we have purchased thousands of dollars worth of Univendors. The business we have done, the lack of service calls and the commendatory remarks of our customers have more than justified our selection of Univendor." Operating chiefly in theatres, Christy noted a business increase in every location changeover; frequently the sales doubled. ♦

Rheumatics Get Hecht Nielsen

CHICAGO—THE REVIEW reporter, calling on Hecht Nielsen at his Congress street establishment, found the Lord of the Manse out. Nielsen was in Martinsdale, Indiana, getting rid of assorted pains.

The industry hopes for a speedy recovery for the grand old pioneer of the vending machine industry. ♦

Keeping happy -



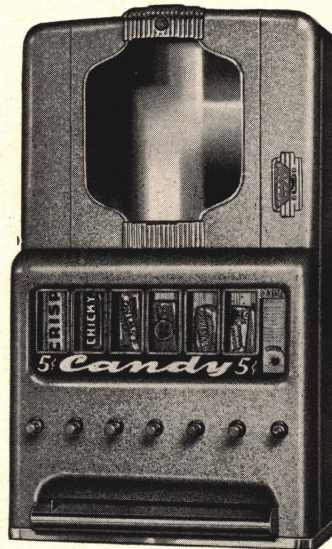
FINEST CANDY VENDOR MADE

Univendor

There's nothing like a candy bar for pepping up a fellow. Military authorities recognize this fact and see to it that this wholesome food is available to their men. This is one reason for the wide popularity of Univendor in camps throughout the country. Others are its greater capacity, wide selection, fool proof performance. Investigate Univendor today.

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Univendor Junior (wall model)
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Stoner's Western Representative

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FOR
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1941

NO TAX ON DuGRENIER EQUIPMENT!



The DuGrenier CHAMPION Cigarette Merchandiser, the DuGrenier CANDY MAN 5c Bar Vendor and the famous Adams GUM Vendor have all been classified as TAX FREE Silent Salesmen by Uncle Sam! No bothersome tax to be figured out of the net receipts of the machine, no nuisance to location owners to notarize tax statements and make payments to Bureau of Internal Revenue . . . there's clear, open, tax-free sailing ahead for all operators of merchandise vending machines. Take advantage of this unhampered opportunity. We can give you

IMMEDIATE DELIVERIES

- on: 1. DuGrenier CHAMPION. The peer of ALL cigarette vending machines and by far the outstanding merchandiser being offered vending operators today.
2. DuGrenier CANDY MAN. Here is the famous 5c Bar Vendor that has revolutionized candy vending. Smart, neat and attractive. Catches the eye—and the nickels!
3. Adams GUM VENDOR and the famous ADAMS GUM. Both stocked for immediate deliveries.

Ample warehouse stocks of all three machines and Adams Gum in Los Angeles, San Francisco and Vancouver, Washington, make immediate deliveries possible!

Plus SERVICE THAT STICKS!

Our Service doesn't stop when the sale is made. It continues for the lifetime of the equipment. The friendly spirit of Western co-operation, combined with skilled mechanical ability, is offered DuGrenier Operators at any one of our three offices.

It's the kind of specialized service that has made the letters "P.S." (Parina Service) mean something more than just "something added after!"

R. A. PARINA & COMPANY,
156 Ninth Street,
San Francisco, California.

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**COIN
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**FOR
NOVEMBER
1941**

◀ Parina Harnessed to Office Desk

SAN FRANCISCO—No more afternoons off in the middle of the week for a round of golf for Dick Parina of R. A. Parina & Co. No, sir, golf is out, for Dick now finds himself shuttling from here to there and back again taking care of the increased rush of DuGrenier business since the government ruled no tax on merchandise vending machines.

Furthermore, there have been a lot of changes in the personnel of the organization with some of the best men leaving for service in the army.

Despite it all, Dick claims that without handicap he can beat John Casey, the big glass man, at his best. Time will tell! ♦

First Farmer: "I've got a freak over on my farm. It's a two-legged calf."

Second Farmer: "I know it. He was over to call on my daughter last night."

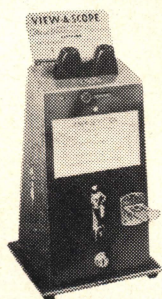
TAX FREE MACHINES GREATER PROFITS

New, Legal Model "42"
VIEW-A-SCOPE

**Soldiers
and Sailors
Go For It.**

\$24⁵⁰
ea.
Complete

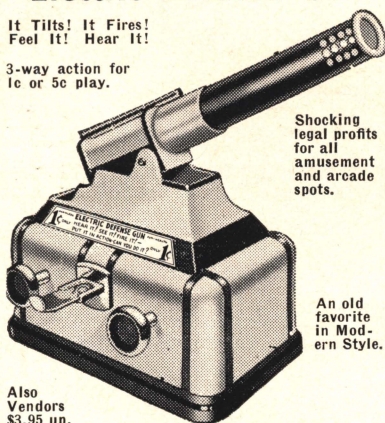
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"Electric Defense Gun"

It Tilts! It Fires!
Feel It! Hear It!

3-way action for
1c or 5c play.

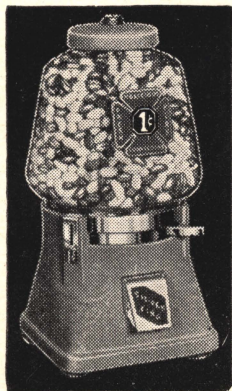


Shocking
legal profits
for all
amusement
and arcade
spots.

An old
favorite
in Modern
Style.

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\$3.95 up,
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Machines. See
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**Automatic
Games**
CHICAGO



Leon "Hi Ho" Silver poses beside a DuGrenier Candy Man Bar Vendor he installed in the Swanee River Bowling Alley in El Monte, completely oblivious of movie star Eddie Quillen, who seems to be "snitching" one of Leon's bars.

Texas Coinmen Meet Nov. 19

HOUSTON.—The November social meeting for operators will be given by Albert Reese, E. F. Conklin, John G. Wright, on November 19th, at the party hall of Southern Select Warehouse, 411 Washington Ave., Houston. Conklin and Reese are prominent operators. Wright is Texas correspondent for COIN MACHINE REVIEW and publicity man for Houston Coinmen.

Every Operator is cordially invited to be present with a ravenous appetite and a big thirst. ♦

Distributors Praise New Daval Conversions

CHICAGO—The new Daval method for converting their American Eagle and Marvel, token payout counter games, into non-coin-operated machines was believed, by leading distributors, who have visited the factory since the announcement, to point the way to the future type of operation.

As Mac Mohr stated, "There is no doubt that the new method of converting their

counter games into non-coin-operated machines is not only attractive to the trade because it happens to take these games out of the scope of the \$50.00 Federal tax law, but, most important, we believe, that it points the future operating trend, at least, for the duration of present difficulties of production due to the National Defense Emergency.

"There are many arguments in favor of this new non-coin-operated machine. In the first place, it makes it so much easier for the player to play the game. That certainly is extremely important, for this industry has always striven to make it easier to play a machine. Second, it brings about a closer understanding between the location owner and the operator who cooperates better because of the fact that this machine is not coin operated and therefore out of the category even of all state and city laws that refer to coin operated instruments.

"Another very important feature, and this one is really a boon for the operator, is the fact that the storekeeper need not worry about having enough change on hand. Now, the player just keeps on pressing the handle, just the same way that he keeps on punching a salesboard, and when it's all over, the location owner simply looks at the resettable register and collects for as many plays as have been made.

"This system has worked out wonderfully well with salesboards, and the location owners are therefore fully acquainted with this method of operation. We feel that from this standpoint alone the merits of the non-coin-operated counter games are sure to meet with success everywhere in the country." ♦

◀ Murray Wiener on Southern Trip

NEW YORK—Murray Wiener, sales manager of U-Need-A-Pak Products Corp., left the first of November for the South on a six weeks business trip.

"The Norman Bel Geddes-designed Model 500 cigarette merchandiser has proved itself on location the country over," stated Wiener, "and orders for it continue to pour in daily. That is why I am positive that my trip will be successful from every angle because our remarkable merchandiser has had almost a year of activity and has been accepted by operators as one of the finest cigarette vending machines ever offered." ♦

**GOOD BALL GUM IS NEVER CHEAP!
CHEAP BALL GUM IS NEVER GOOD!**

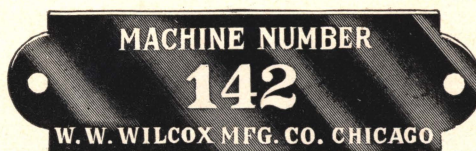
If you are looking for **QUALITY**, see
us. If you are looking for **JUNK**,
see our competitors.

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NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size 3/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 costs.....	\$ 4.20
100 costs.....	6.00
250 costs.....	12.00
500 costs.....	21.00

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Established 1872

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ST. LOUIS

ST. LOUIS—Events tinged with social significance took place in the lives of members of the coin machine industry when local ops were busy devising plans to cope with the many problems arising from Federal tax laws and priority rules. Christening celebrations that involved Ideal Novelty's Bob Mees' baby girl, Joseph Gude's baby boy, McCall Novelty's Hubert Burnett's baby girl, Royal Novelty's Bob Shawcross' infant son and Bob Fischer's new baby boy, provided a congratulatory spirit to a very noticeable degree among St. Louis coinmen. This sudden influx of heartily welcome 'young 'uns' was the signal for a widespread distribution of smokes in various forms by the proud fathers.

Closely following these happenings were announcements telling of the impending marriages of Sam Singer, genial Royal Novelty head, and Lou Rivituso of the Peerless Sales Co. Lou says the big day will be about Thanksgiving; Sam says that for him it will probably be right before the Christmas holidays, providing he can break away for a few days honeymoon.

Members of the Association of Phonograph Owners of St. Louis gathered for their regular monthly meeting at Hotel Melbourne in midtown St. Louis on October 14. A round table discussion of how and where to look for wanted equipment brought forth some interesting suggestions that were not acted upon because of their patent lack of good economics.

The cherished hopes of attending members were cruelly dashed when the name of Carl Trippe was pulled from the hat entitling the Ideal Novelty head to the attendance award that amounted to \$30. This small fortune was a triple header jackpot accumulated when the owner of the drawn names was absent from the meetings of the past two months.

Traditionally important to local operators and distributors are the expeditions that annually leave St. Louis for a little fall pheasant hunting. By far the most unusual safari that left here this season, in point of numbers and amount of game bagged, was the two car party that included Fred Pollnow, Jack Beckman, Don Morrell, Caesar Pollnow and Martin Balensiefer. The shooting that took place in the environs of Mitchell, South Dakota, netted each hunter the limit of five birds a day for five days. Back in town, each man carrying his twenty-five birds, the group was wondering what to do with them. It wasn't long before their wives suggested a pheasant feast at Norwood Country Club. All were ripe for such a suggestion so hunters, wives and pheasants converged to this famous club to climax an unusually successful hunt.

The business and social activities of the industry was further enlivened by the visits of numerous out of town operators and manufacturers' representatives. Included in this group were Fred Anderson of O. P. Jennings & Co., Ray Holland, district man-

A Masterpiece

**U-NEED-A-PAK
MODEL 500**

Created by Norman Bel Geddes, world famous designer, the new Model 500 is sweeping the country with its beauty. Mail, wire or phone for details.

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH ST. • BROOKLYN, N. Y.

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FOR
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WESTERN DISTRIBUTORS

U - NEED - A - PAK COMPANY,
2646 S. Hill St., Los Angeles - PR 3030

ager for Seeburg, Ray Jones, operator from Owensboro, Mo., Bill Hollenbeck from Cape Girardeau, Harold Jansen who operates in Effingham, Ill., and Jim Barnes from Jacksonville, Ill. Ray Bonnett operator from Jefferson City and Ted Key from Farmington also visited here.

The United States Army was well represented in coin machine circles during late October when numerous former coinmen were home on furloughs from recent maneuvers. Walter Morris, son of J. S. Morris of the novelty company of the same name, was home for two weeks, making the rounds of the different companies telling everyone "hello." Ed Stratmann, popular

young coinman, was released after serving for four months. Ed, who is just thirty-three years old, doesn't know whether to feel happy or insulted . . . they said he was too old. That genial serviceman that was always making friends for Laclede Novelty Co., they call him Harry, is home on furlough. The army is almost as exciting as the coin machine business, Harry was heard to remark. The Mexican border around Fort Bliss was described by Ruby Moor in enthusiastic terms while back on his first furlough in six months.

Ideal Novelty Co.'s bowling team, captained by affable Leo Wichlan, is still striving to make their average grow by shifting the lineup . . . it now includes Gus Kanios, Bob Mees, Tony Weingart and Eddie Stephenson. Leo is trying to arrange a grudge match with Famous-Barr's department store Nelvo team, captained by George Lowry. Lowry says he can't go through with it until his ace bowler Joe Sorenson recovers

TURN PAGE

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. **PROVEN** a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

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from a strained tendon suffered while practicing for a prize game.

Mike Luzaich, operator, has run across some name oddities. For instance, on a tour of his routes recently, he discovered a location owner by the name of M. Balmer. Mike also knows a Mr. M. (T.) Graves. Mike added the T for oddity's sake.

Dewey S. Godfrey, Democratic Committeeman of the Seventeenth Ward and attorney for local Associations, was appointed Provisional Judge of the Court of Criminal Correction recently to succeed State Legislator Max M. Librach, who resigned from the bench after the disclosure that he is not yet 30 years of age, the statutory minimum age requirement for such judges. The appointment of Godfrey was made by Circuit Judge Eugene J. Sartorius, who also had named Librach to the temporary post.

Robert A. Latimer. ♦

Boyer Swells Fred's Collection

CHICAGO — The latest addition to Fred Mills' steadily growing collection of cook books has been delivered by Alden Scott Boyer, chemical laboratory owner and collector of coin machines of all ages and types, whose private museum is noted for its hundreds of devices, each in perfect operating condition.

Called, "Boyer's Antropheon" or "The History of Food and Its Preparation from the Earliest Ages of the World," Boyer outbid several counts and barons to secure this classic of culinary erudition at a London auction. A limited edition printed in London in 1853, it contains scores of fine plates illustrating cooking and eating lore. Boyer inscribed the book, "From One Collector to Another," and presented it with much ceremony in the Mills offices. ♦

"I would like to get some alligator shoes."
"What size does your alligator wear?"

* * *

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See for yourself the fine work of Mott's, official photographer for the industry as represented in every issue of this magazine. Every commercial shot a sales triumph — every photograph an artistic achievement — at fair live-and-let-live prices! Call

BERNARD MERGE AT MOTT STUDIOS

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Christmas Cards That Are Really New!

This year's assortment of Christmas Greeting Cards is the finest we have ever shown. Cards ranging in price from 2 cents each to 50 cents each, all appropriately imprinted with your own name in matching type faces. Patriotic cards, religious, novelty, formal and cards especially designed for use by operators of cigarette merchandisers, music machines, etc. Don't wait until December 15 and then be disappointed. Come in today while stocks are complete.

SPECIAL

This is our banner assortment of 50 different cards, each beautifully lithographed in colors. Popular French fold cards imprinted with your name and delivered in gift box. Complete for only

\$1.00

The COIN MACHINE REVIEW

1115 Venice Boulevard

NIFTIES

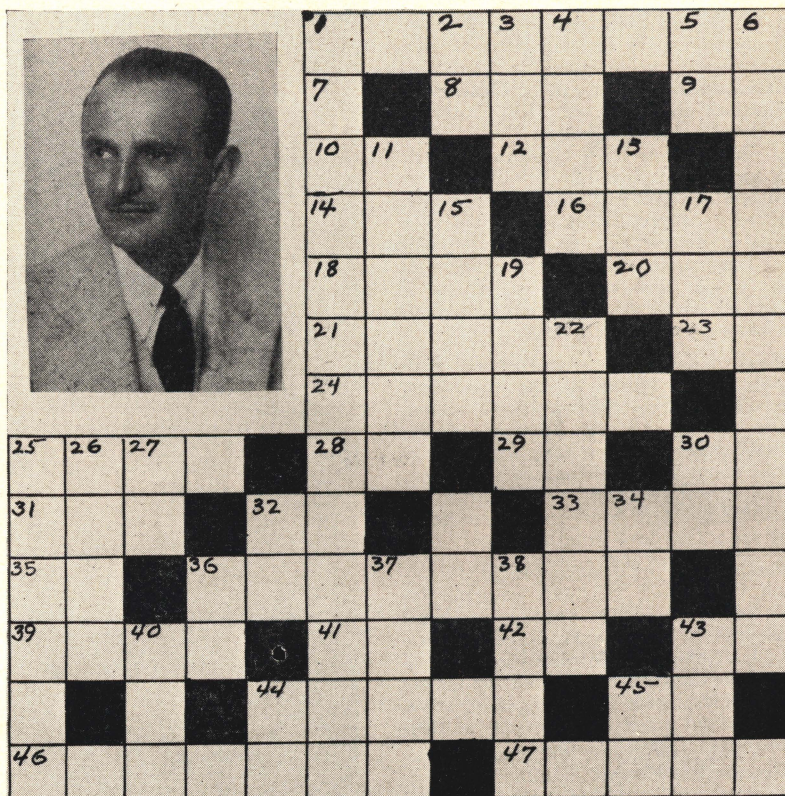
Slightly on the naughty side. You'll probably like to send a bunch of these without adding your name so they're supplied plain only with no imprinting but each card printed in gay Christmas colors at

10c Each

Minimum Order for 10 Asst.

Los Angeles, Calif.

The COIN-QUIZ



ACROSS

1. In what city does this gentleman do business?
8. Also.
9. Western Industries; abbrev.
10. Type of business organization; abbrev.

12. Early chance device;And Take Top.
14. Near relative.
16. The earth is covered with this.
18. Alack.
20. Neither.
21. Give out.
23. Two fold.
24. Sad.
25. He isCoast distributor for Packard.
28. The additional part of a letter.
29. Female relative; slang.
30. Oregon University; abbrev.
31. Fresh.
32. Missouri city; abbrev.
33. A popular game in England.
35. Exists.
36. Distance across a circle.
39. You'll find this in the mechanism of many coin machines.
41. Mid-western state; abbrev.
42. Either.
43. Method of transportation; abbrev.
44. Gathering place for discussion.
45. Continent; abbrev.
46. Place of amusement.
47. This man's first name.

DOWN

1. He is pushing this brand machine; three words.
2. Opposite of left; abbrev.
3. The uppermost side.
4. Not quiet.
5. A direction; abbrev.
6. He is Westernfor Packard.
11. One who lubricates; plural.
13. This metal is in a lot of coin machines.
15. Every good machine has afor Packard.
17. Bandits do this to our machines sometimes.
19. This country is having Jap trouble.
22. A coin machine man has to be a good swapper; another term.
25. His last name.
26. Each; abbrev.
27. A direction; abbrev.
30. Either.
32. Yes; Spanish.
34. Arkansas River; abbrev.
36. Medical man; abbrev.
37. Not enough.
38. Your last home.
40. Part of verb "to be".
43. Aa bone, and a hank of hair.
44. Measure of length; abbrev.
45. Middle western state; abbrev.

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COIN
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22

FOR
NOVEMBER
1941

— On the Coast —

Operators in 48 Northern California Counties Organize Association

SAN FRANCISCO—Well, the big rush is apparently finished now, and Sid Mackin, head of San Francisco Amusement Merchants' Association and his tired staff are at last getting what should be some normal sleep.

It was nip and tuck fourteen hours a day, day in and day out. Nobody was getting paid anything extra and in this hard-boiled business world it causes you to pause when you consider the sincerity of purpose that Mackin employs in his work.

Yes, you're right. It's that Federal tax collection business. Mackin and his staff turned over their files and practically made a Government bureau out of their office all during October and well into November. Bulletins on tax collections, proper procedure for filling out forms and numerous other data were mimeographed and sent out to the nearly 1000 operators in the whole northern California area—the great majority of them of course being non-members of the Association. And what happened? The Association's cooperative gesture was well repaid. First, approximately \$75,000 of the \$125,000 collected by the Bureau of Internal Revenue's District No. 1, which is Northern California, came through the Association's office, and the Revenue people here are about all through with their clerical work.

Secondly, a well attended meeting held in San Francisco on the evening of October 22 brought about 350 non-member operators from all over the northern portion of the state and it was voted to establish a master association, embracing the whole north

portion of California. So successful is this plan already that Mackin reports the new memberships are literally flooding into his office. The new organization will be identified as the Amusement Merchants Association of Northern California. Regional groups will be set up, with individual governing bodies. This plan, and it is now being definitely realized, is the culmination of long months of hopeful planning by Mackin. What undoubtedly helped to put it over was the realization among the operators throughout northern California that an organization such as Mackin could head would and could help them and the tax situation proved this. Mackin's organization heretofore has been supported only by the operators in the San Francisco Bay area. The new organization will embrace 48 counties—all counties north of the Kern county line. It has a potential of about 1000 members.

The October 22 meeting gave every operator in the northern portion of the State an opportunity to make a final check on proper procedure in tax payments. Mackin was there with all the answers, having checked with Washington by long distance telephone for a clearing on all problems just a few hours before the meeting was called. Many questions were asked and answered. Every loose end was tied together and not one present at the meeting, which was held at Eagles hall, left with any doubts whatsoever.

* * *

What else is happening in the trade here? Well, for one thing, we think it pays to advertise. Last month's REVIEW told of

the appointment of this writer to the staff and gave his name and telephone number. There followed right away a procession of telephone calls from new friends in the trade, letting us know they're glad to have us with them, and for that, thanks. We appreciate it.

Looks like the music operators under Bob Spencer here in San Francisco are rapidly getting around to giving "Any Bonds Today" the number one key spot on the phonographs. Naturally, this is pleasing to Morgenthau, whose office recently sent out a plea for cooperation through a bulletin to the trade. You won't find the operators here the flag waving kind, but boy, when good old Uncle Sam asks them for something they come through handsomely and we think it's too bad they're not getting even more credit for it in the public prints.

What's this we hear about a new baby girl in the Turner family—the Turner of Turner and Foster, San Francisco operators?

Now's no time to be putting out for mink coats, says Mardie Fere of Royal Amusement Co., San Francisco operators, but nevertheless, friend wife led Mardie right into the furriers and the trick was done. Which proves that the honeymoon isn't over after all. As you know, Mardie took the vows last June.

Another Los Angeles commuter—Joe Noto of Noto Bros., of San Francisco, who run the Operators Exchange here. Just back from the southland, Joe stopped over at Pismo Beach and talked to Danny Jackson, operator there. Pismo Beach is near the army's Camp Roberts and Jackson reports business excellent.

Jack Nelson, vice president of Rock-Ola Manufacturing Corp., was on the Coast last month. George L. Murdock, Pacific Coast regional manager from Portland, accompanied him on some calls. The two dropped in to talk to Fred S. Neumann of Rex Vending Co. in San Francisco.

Incidentally, Fred Neumann reports that Ray Hix and Art Linquist, operators up in the northern end of the state have just purchased thirty Rock-Ola Mystic Tone Columns for installation at Eureka, Calif. They will be wired to three central stations, each handling ten machines. Business must be good up that way.

Lou Wolcher is on his way East again, having just returned from back there. Business in "Singing Towers" is certainly looking up, according to Lou. He will stop in again naturally at the Chicago manufacturers, but he'll also be in New York.

What's this we hear about Harry Hines of Santa Cruz going back into the operating business? Harry has been doing "right smart" with the bowling balls and alleys down there, but maybe he's going to sell out and get back into full-time operating.

D. D. Patton of Turlock has been making his regular pilgrimages to San Francisco. This last time his "Missus" came along and made quite an investment in some new furniture, we're informed reliably. Incidentally, Patton's son, Bud, recently made his first solo flight. The boy is in the air

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NOVEMBER
1941

WRITE — WIRE — TELEPHONE FALL CLEARANCE SALE

PRICES ARE GOING UP BUT NOT OURS
COMPARE THESE PRICES AND BE CONVINCED

Anabel	\$23.50	Play Ball	\$49.00
All American	45.00	Powerhouse	24.00
Argentine	73.50	Rotation	21.00
Attention	52.50	Sara Suzy	29.00
Big Chief	43.50	Silver Skates	65.00
Brite Spot	21.50	Silver Spray	89.00
Big Six	11.50	South Paw	54.00
Broadcast	48.50	Sluggo	54.00
Boom Town	34.00	Snappy	59.00
Chevron	7.50	Sport Parade	54.00
C. O. D.	12.50	Stratoliner	54.00
Double Play	59.00	Super Six	10.00
Fleet	23.50	Speed Demon	18.50
Formation	38.50	Supercharger	9.00
Hi Hat	39.00	Target Skill	49.00
Home Run	28.50	Ump	34.00
Jolly	19.00	Vacation	25.00
Majors 41	49.00	Variety	15.00
Mystic	36.00	Wildfire	39.00
Paradise	39.00	Zig Zag	59.00
		Zombie	51.50

Do Not Hesitate to Order Games Not Listed as We Are Constantly Receiving Different Equipment.

We Can Also Furnish Arcade Equipment and Used Phonographs.
Parts and Supplies for Pin Tables and Phonographs.

OPERATORS EXCHANGE

NOTO BROTHERS 698 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.
Telephone TUxedo 4976 All Games Listed Subject to Prior Sale.

—TURN PAGE

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

— On the Coast —

corps. Another son, John, is in the navy at Great Lakes Naval Training Station.

Mr. and Mrs. Jimmy Nevin of Reno were recent San Francisco visitors.

Johnny Ruggiero was scheduled to take off for Portland to attend the big opening of Jack R. Moore's new Portland office and showrooms as this was being written. The opening was held November 8. According to Johnny, it will probably eclipse the big event of the company in San Francisco, which, incidentally, was a "wow."

Johnny tells us that "Topic", the new Bally game is so popular it will probably go over even better than "Monicker", which was declared to have been something of a sensation. They've booked heavy orders at Jack R. Moore's just on the sample.

Note to Geo. Miller of Oakland: Dear George: We're all of us in the selling game in one way or another. Every hour of every day counts for all of us. And it's a long drive from San Francisco to Oakland to see you, George—and a big disappointment when you're not there. I'd appreciate hearing from you some time.

—Robert W. Walker. ♦

SAN FRANCISCO

Robert W. Walker, 68 Post Street, Sutter 6706, is THE REVIEW'S authorized representative in the Bay Area. Contact him on all matters concerning news, circulation, advertising.

COIN
MACHINE
REVIEW

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WARNING!

Operators are warned to be on the lookout for a short sandy-haired man of about 25, using the name of Jimmy Wooldridge, who defrauded the Long Beach Cigarette Service out of approximately \$250.00 after working as a service man for them for a period of four months.

Wooldridge is reported to have come West from Kentucky, is married to a girl of 19 named Mary Lee. When they left Long Beach the couple had a green Chevrolet '38 coupe, 1941 California License 05R341, and they are believed to be heading towards the Pacific Northwest.

Operators Seeking Unloading Device

LOS ANGELES—Wanted—a device that will take the place of two men in loading and unloading heavy equipment at locations!

Several operators have expressed interest in purchasing such a device which operates a loading and unloading platform on the rear of a truck. Any one having information as to the manufacturer of this attachment please communicate with the nearest office of THE REVIEW. ♦

SEATTLE

J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111, Portland, is THE REVIEW'S official advertising representative for Oregon and Washington. In Seattle all news matter is handled by Louis Karnofsky.

SEATTLE (RC)—Seattle is a "Boom" town. At the fast expanding Boeing Aircraft Corp., 22,000 workers are whipping together heavy bombers. Within another year, the figure will rise to 35,000. Boeing's Renton plant, now under construction, will swallow another 10,000 when it is ready for operation. But Boeing is only a small cog in a gigantic rearmament machine. Seattle-Tacoma Shipyards, Lake Washington Shipbuilding, Associated Shipbuilders, Todd Drydocks, and other vast yards are veritable manpower quicksands, sucking in workers by the thousands. The millions of dollars going into employee jeans are felt in every establishment catering to public needs. There are pin game operators reading these lines whose mouths are literally watering at the Uncle-Sam-made bonanza—but before you pack your duds and come rushing out to reap in the harvest, brace yourself for a shock and read on. The novelty pin boys are about as enthusiastic as an undertaker conducting a funeral service, and—believe it, it's the gospel—are actually pining for the "good old days."

Why? A crushing taxation load. All right, let's take pencil and paper and figure it out. First, there's the location license of \$7.50 per game taken out of the receipts. Then there's the operator's license fee of \$25.00 per game per year. Then there's a 10% state levy on gross intake. And, finally, a Federal tax of \$10 per game per year. "Boom" town? Maybe so. But to the Seattle pin gamers, it is more like "Boomerang" town.

Phil Shelly, Coin Row's Bob Hope, has just purchased a home on Woodlawn Park Hill. His wife, four-and-a-half-year old daughter, and two-year-old son are now happily ensconced there. The Woodlawn Park Hill being just a hop-skip-and-jump from the Woodlawn Park Zoo, Phil informed the press, "Now I can feed peanuts to the monkeys." But how will the keeper be able to tell who is feeding who?

Coin Row waves the Wand of Welcome to out-of-towners in our midst the past month: Charles Galloway and Jim Wakely, Vancouver, B. C.; Jack Nelson, vice president and general sales manager, and George Murdock, regional sales manager, for Rock-Ola were among the 43,000 spectators at the Stanford-Washington football game. Other footballites witnessing the spectacle included Mr. and Mrs. Tex Shields, Tacoma; Mr. and Mrs. Al Olsen, Mt. Vernon; and Seattleite Charley Gist and wife. On a buying spree for his Oregon, Idaho, and Eastern Washington operations was E. W. Whitman of Walla Walla. Incidentally, Nelson brought word that Rock-Ola has been awarded a one million dollar defense order for a product affiliated with munitions. Wouldn't it be great if the government could award another million dollar order—this one for phonos to be installed in army-navy recreation centers and camps?

Donna Krause, Frank Countner's eye-caressing secretary of 1940, hitched her heart to a milk wagon by marrying the driver. Frankie lost a good secretary and Donna didn't have to worry about the milk supply. But the unglamorous setting of a kitchen didn't set too well with our heroine, so last month she returned to phonograph

Now Taking Orders

FOR

Keeney's New Submarine Gun



First Orders Take Priority!

LIMITED QUANTITY

100% Legal

MARBLE GAMES

Lowest Prices In Town.

WE WILL NOT BE UNDERSOLD!

Come In and Make Us Prove It!

MAC SANDERS

2837 West Pico Blvd. REpublic 5161 Los Angeles, Calif.

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record action, the only change being in her surname, which she had ditched for Wilcox.

P.S.—Donna Krause Wilcox is such a dazzler that Boss Countner, after knowing her for a couple of years, still can't figure out whether she's a blonde, brunette or red-head.

DABBLINGS FROM DECCA — The firm had acute growing pains last month and was forced to move yards north to a roomier location . . . Ethel Truckee has just set some kind of record for inconsistency: 29 years with Hopper-Kelly, 2 months with Decca. But this gray-haired lady is no old and feeble grandma looking for her rocking chair. When she resigned at Hopper-Kelly, four—yes, one, two, three, four—girls were required to put out the work she alone had turned out previously. Replacing her at Decca is Mrs. Louise Anderson. . . . Getting ready to greet the man with the tall hat and white beard is Ray Brasswell, counterman, after being handed a 1-A classification in the draft. "It's quite coincidental," remarked Ray, "but that's my rating as a worker, too."

MORE DOINGS AT DECCA — Ralph Yost, Seattle-and-vicinity salesman, has been transferred to the company's Portland branch, to replace Les Tobey, who has retired to his dad's 500-acre farm in Elma, Washington . . . Newcomers are Sid Williams, a quick jump-over from Wurlitzer, and Ray Lander, shipping clerk . . . Doyal Gudge, stork-happy and not a bit nervous, is waiting for Offspring No. 1, which will be engaged in a page-by-page race with the postman delivering this issue of THE REVIEW. . . . Snappy brown and white smocks are now being worn by the Decca office duo—Virginia Mattern and Frankie Brown—as if these lassies required snappy smocks to make them stand out!

A. J. (Sandy) Sandtner, confessed the other day that he has been wearing his mustache for 15 years. "I was skeptical that I could grow one in the first place," mused Sandy. "Once it was on, I was too surprised to cut it off." Sandy personally snip-snips around his upper lip instead of entrusting the task to a barber. And you know why? Because he doesn't want to take a trimming!

Dick Swapp, who swapped a phono job with Frank Countner for a khaki one with Uncle Sam, has just returned to home base after a six month encampment in New Jersey and a one-month stay in Canada. A signal-corporal, Dick's address is now Camp Lewis, Wash.

It was an awe-inspiring sight that Coin Row viewed October 27. It was a sight that brought the National Defense Program and the war mighty close to home; in fact, it practically dropped into onlookers' laps. Navy Day was featured by a marine parade. Sweeping majestically across Elliott Bay, upon whose doorstep Coin Row reposes, were destroyers of the Pacific Fleet, anti-submarine net tenders, mine sweepers, and navy patrol boats—sixteen vessels in all.

This defense program is a wonderful thing, but pardon their frowns—George Schnabel and Bob Harrell wish times were back to normal, that Hitler signified a house painter gone back to house painting, or a name carved in stone over a last territorial demand, and that raw materials such as aluminum, steel, manganese, and cobalt were available on the open market. Because these two lads would reap a harvest with their newly patented invention. It's an automatic slug-proof coin chute. Drop in a nickel—and your game is ready

— On the Coast —

to play. No push, no pull, no jam. It will cost around fifty dollars to the trade, but if you think that price is scaring anybody away, you should take a gander at the 600 advance orders already piled up—without a single device having been manufactured yet, either! Co-inventor Harrell, at the insistence of THE REVIEW's quiz kid, mounted the platform and said: "It took about five months for George and me to complete it. The parts will be manufactured by a plant and we will do the assembling—at least till we get things rolling. Yes, there have been other automatic coin chutes, but they have been made with solenoid coils and mechanical troubles reared up continually. Ours? It's motor driven and takes only fifteen to twenty minutes to attach or detach."

SEATTLE SHAVINGS — Cooperating wholeheartedly with manufacturers, phono jobbers are doing a bangup job pushing "Any Bonds Today?" to the top spot on Northwest phonos . . . Mel Bantz, ex-Western Distributor, is now longshoring . . . Keeping pace with the general expansion program: Johnny Michael made his debut as an operator with no assistants; now he employs eight.

"Bob Hope" Shelly spent a one-week vacation fishing in Clallum Bay. He brought along the missus "to take care of my fishing gear and to clean the big ones after I caught them." When final results were tabulated, the box score showed Phil having several six-inch trout to his credit. And the missus? Oh she snagged a 19-pound king salmon, and apologized profusely, too. It seemed the big ones weren't biting that day!

If his chest threatens to snap existing vest and coat buttons with its swelling, do not become alarmed; that is just the pride of a hunter taking physical hold of Charley Michael of Bellevue. On a recent two week gun-toting trip to Okanogan County, the

dead-eyer operator bagged a five-point buck and a 325-pound bear . . . George Schnabel left for a supposedly four weeks' trip to Alaska, to be spent vacationing and pursuing pleasant diversions; but apparently the vacationing was boring and the "diversions" not diverting enough, for George is returning home after only two weeks.

After recovering from a nervous breakdown, Bill Lindquist, operator of phonos and pin tables, hopped into his car, and accompanied by the wife, started on a three-week trip to Texas to "get away from it all."

That happy smile on the phizz of automatic table operator Art Butler came about when his wife was discharged from the hospital, following an operation.

Louis Karnofsky. ♦

Max Kraut Aids Ex-Soldiers

LOS ANGELES—Filling a very responsible position in the re-employment project of the United States Government to take care of young men excused from military service is Max Kraut, of U-Need-A-Pak Western Sales. Max is chairman of the Re-employment Committee of Draft Board 217.

When young men are dismissed from service is Max Kraut, of U-Need-A-Pak it is up to Max and his ten committeemen to endeavor to find positions for them and re-establish them in society. No salaries are paid members of the committee and each week Max and his associates spend considerable time aiding men re-establishing themselves in the existence they left several months ago.

* * *

"You say she is dumb?"

"Dumb? Why, dearie, she thinks the organ grinder works for the monkey because the monkey collects the money." ♦

SENSATIONAL NEW PRICES

Buy from the Largest Stock on the West Coast!

Every Game Reconditioned!

No Deal Complete Unless You Are Satisfied

Bally Bull's Eye
Tommy Gun
Major's Stratosliner
Headliner
Big League
Jungle Camp
Sparky
Mills 1-2-3, 1939 and 40
Sky Ray
Anabel
Triumph
Zombie
Flicker
Ducky
School Days
Sports Parade
Armada
Miami
Hi-Hat
Salute
South Paw
Gold Star
Silver Spray
Star Attraction
Belle Hop
Big Time
Pan American
A.B.C. Bowling
Zig Zag
Bolo-Way
Cadillac
Champion
Oh Johnny
Jumbo Parade
Sports Special
Variety
41 Derby
Gun Club
Big Town
Sara Suzy
Sea Hawk
Speedway
Majors 41
Baseo
Chief
Gold Cup

HUNDREDS TO CHOOSE FROM

Write — Wire — 'Phone

SOUTHWESTERN VENDING MACHINE CO.

2833 W. Pico Blvd. ROchester 1421 Los Angeles, Calif.

— On the Coast —



Ready to leave for San Luis Obispo is this load of magazines, marble games and an automatic phonograph, gathered together by the Associated Operators of Los Angeles County for boys in the camps. AOLAC is now assembling materials for another truckload for the boys in service.

San Francisco Group Aids in "V" Program

SAN FRANCISCO—Beating a major oil company and other would-be participants to the draw, the Amusement Merchants' Association, Inc., here, played an important part in the recently-inaugurated program of "V" Days—visitors' days to the uninitiated—at army camps, in connection with the building of civilian morale in coordination with national defense, and thereby gained a neat and praiseworthy bit of public appreciation.

First official "V" Day was held Sunday, October 19, at Fort Ord, and more than

40,000 visitors turned out. Sid Mackin, managing director of Amusement Merchants' Association, was named chairman of the Caravan Committee by the California State Chamber of Commerce, which sponsored the undertaking at the request of military officials, and his effort played no little part in its success, according to many sideline observers.

For its part in the program the San Francisco coinmen distributed, through service stations and other commercial outlets in the area, a vast quantity of windshield stickers used by caravaners. In blue, over a red "V" and four red stars on a white background, were the words "Official Car Honoring America's Defenders—U. S.

Army—Fort Ord Visitors' Day, October 19."

On the back of each sticker was the indication that it was provided with the "Compliments of the Amusement Merchants' Association, Inc., San Francisco."

Second "V" Day was held on Armistice Day, at Camp Roberts. Report is that the plan, now tested, is due to be adopted throughout the nation. Here, as before, stickers were distributed, with the Bay operators getting a share of the public's good will, in consequence.

For both days Mackin worked in close conjunction with the publicity committee and was successful in obtaining a number of releases in local newspapers using wired music studios and automatic phonographs as a background. In this connection Robert Spencer, secretary-manager of the Automatic Music Merchants' Association, provided splendid cooperation, Mackin reports.

Attentive response and cooperation of the operators in the area was credited by Mackin as being of major help in the success of the undertaking. Of them he declared, "In my opinion, the men in the industry in this region are really examples of what is necessary from every member of the industry in the country. None of what we have achieved would have been possible if the majority of our operators were not showing intelligent far-sightedness and the realization of sound organization." ♦

Visitor Finds Operators Honest Business Men

LOS ANGELES—Instead of meeting a group of gangsters and thugs when attending a meeting of the Associated Operators, Phil Friedman, Founder and Coordinator of Sunair Club, found the membership to be a group of straight-forward, fine calibre men operating 100% on honest tactics. This was revealed to the Associated Operators of Los Angeles County in a letter from Friedman expressing his joy at the revelation.

"To me, like to many others, the marble machine amusement gains has always been a game of chance or gambling, but after sitting through this meeting and both seeing and hearing what transpired, I can't help, and in order to be honest with myself, to say, that I regard your enterprise as legitimate as any business in the country today," wrote Friedman. ♦

◀ Tony Parina Takes Southern Trek

LOS ANGELES—Tony Parina, of R. A. Parina & Co., returned to Los Angeles November 1st from a business trip which took him down the coast to San Diego calling on DuGrenier operators and helping new merchandise operators get started.

Tony reports business as being especially brisk in this particular part of California and expressed himself as pleased with the nice volume of business he booked.

"Our outlook for the months ahead looks especially good," said Parina, "and our next problem will be to keep representative stocks in all three of our offices." ♦

◀ Downing Rebuilding Bay Machines

SAN FRANCISCO—One of the busiest men in these parts is a chap named Ed J. Downing down on Twenty-third Avenue.

Downing was a flyer in World War number one and since then has been flying at fairs and carnivals. Of late he has been buying, selling and rebuilding Arcade machines and the boys say they're all right. ♦



**WHY COVER
UP
THE FACTS?
PRICES HAVE
BEEN REDUCED
ON ALL GAMES**

**BARGAINS
EVERY ONE**

**WRITE — PHONE — WIRE
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Our equipment is the best in the state. . . . A trial will convince you. Why be satisfied with less?

**We Meet Any Advertised
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COMPLETE LINE OF ARCADE EQUIPMENT
PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines
1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

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This fine young chap is the pride and joy of his daddy, Frank De Sassise, San Francisco. The young fellow left the University to enlist as a Cadet in the U. S. Army. Says Frank: "He likes serving his country just like his father did when he was in the Army in the last war."

LOS ANGELES

LOS ANGELES—Armistice Day saw a lot of the Fraternity of the Coin Chute hie away for a day of pleasure in the mountains, on the desert, and at the seashore. California at this time of year offers a diversity of weather and those enjoying the colder climes found it plenty chilly in the mountains so close to the city.

Happiness reigns again at the L. B. McCreary home with Mrs. McCreary home again. Released from the Good Samaritan Hospital on October 29th, following a serious operation, she is recuperating nicely. L. B. seriously deliberated moving in to the room she vacated when a bad cold got him in its clutches.

Dick Parina, San Francisco head of R. A. Parina & Co., was in the cheering section November 8th when SFU played Loyola at Los Angeles. It's likely he took some of the Parina profits from brother Tony on a proper handicap basis. Full report next issue.

Ray Corbin, Seattle operator, vacationed in Southern California the last of October. Corbin was one of the first operators in Seattle to install Pla-Mor selectors.

The Alpha Distributing Co. pulled a fasty in late October and reported the purchase of 50,000 feet of 30-wire conductor cable from Western Insulated Wire, Inc. This is the largest 30-wire conductor order ever placed with Western Wire.

Jerry Cooper, Riverside, joined this year's colorful trek of the Vaqueros del Desierto (Horsemen of the Desert) in mid-October. Cooper has a nice operation on Riverside way and is to be complimented on his joining this colorful party and reaping loads of fine publicity.

Davre Davidson specializes in defense plants and is now installing the merchandising equipment in most of the local plants. It's a big business and Davre gives it the attention it deserves.

Lou Wolcher bobbed into town October 30th on his way to New York to attend a family gathering. While here Paul Blair

of Exhibit, christened him Admiral Lou, even though he doesn't own a boat, because there is no more avid a seeker of boat proprietorship than Lou Wolcher.

Leroy Conrad, DuGrenier operator in Riverside, dropped into town November 4th to stock up on new units for his operation. Said Conrad: "Things are really perking over in our part of the country. March Field keeps us busy, but fortunately the local operators more than cover the requirements and opportunities for new operators are nil."

Mac Sanders has a very, very bad habit. Never brought to light before, apparently, but still it exists. At every meeting of AOLAC Mac delights in picking up the cuspidor cans and placing them upon the chair of a member on his feet addressing the meeting. When said member starts to sit down—well!

Frank Navarro, Packard Pla-Mor Distributor for Mexico D. F., reports sales increasing rapidly in Mexico.

Hayden Mills and Miss Gwen Desplenter, of Mills Panoram and Soundies, arrived from the factory in Chicago on October 27th to spend a week at the local RCM Studios and see how production is progressing. They expressed themselves as immensely pleased with the quality and quantity of subjects in production and hied back to the main nest on November 3rd.

Paul Blair of Exhibit called on the lads

near the Border (San Diego, to be explicit), on October 28th.

Pennyland on South Main Street is getting a big play. Joe Zuli is thrilled with the business the place is enjoying.

Coinmen really showed up at Harry Kaplan's fifth birthday party for Southwestern Vending Machine Co. on November 14th. It was a grand day and grand evening. Detailed report elsewhere in this issue.

It's a seven-pound girl for Mr. and Mrs. Johnny Hawley. Date—October 19th. Daddy Johnny is with Mac Sanders.

Ray Bradford, operating as Santa Monica Vendors, is doing a neat job with cigarette machines in the bay city.

Mr. and Mrs. Bud Parr (he of General Music fame), returned October 13th from a three-week vacation in North Dakota and Southern Canada. The Parrs visited with Mrs. Parr's parents in Minot, N. D., and Bud spent considerable time hunting pheasants, ducks and what have you. Returning home via Yellowstone, they spent a bit of time with friends in Bozeman, Montana. Bud sez they're putting through a 30-day divorce law in Montana in an endeavor to get some of the divorce mill grist.

Jack Nelson, vice-president of Rock-Ola Manufacturing Corporation, came into

TURN PAGE

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Eat Your Thanksgiving Turkey Dinner on Long Beach Coin

Regardless of whether you observe Thanksgiving on November 20th or 27th, just clip this ad, purchase ONE of the new games listed below, or TWO of the used games listed below, and we'll buy a turkey for your Thanksgiving. Offer expires November 27, 1941.

NEW GAMES

Chi. Coin BOLO-WAY.....\$108.50	Genco BOSCO.....\$108.50
Gottlieb TEXAS MUSTANG.....108.50	Exhibit BIG PARADE.....109.50

USED GAMES

Majors 1941.....\$59.50	Power House.....\$32.50	Hi Hat.....\$54.50
Miami Beach.....59.50	Ump.....39.50	Gold Star.....39.50
Metro.....39.50	Salute.....49.50	Blondie.....27.50

Beginning with this issue of the COIN MACHINE REVIEW our business will be conducted on strictly a cash basis only. Buy for cash and save money!

"The House That Doesn't Chisel!"

LONG BEACH COIN MACHINE COMPANY

1628 E. ANAHEIM

Phone 722-64

LONG BEACH, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

— On the Coast —

town November 3rd for a visit with Jean Minthorne, local distributor, and operators. George Murdock, Rock-Ola district manager, escorted Jack about.

Fred McKee, the Mutoscope representative, has a real prize in his beautiful home in Glendale. Ye editor, and the missus, broke bread and helped devour three or four fried chickens done to a golden brown by Mrs. McKee on a recent rainy evening. But the prize we speak of is a bronze statue of "Lotta Eterna." The piece is truly a masterpiece and depicts the reactions of individuals at various ages to the imminence of death.

Al Weymouth is a busy chap these days. He has been given the exclusive deal on the 60 or more new Yankee Doodle Restaurants being built in various parts of Los Angeles. Al will install DuGrenier cigarette vendors in a blue selected by the management to match their interiors. Spots are opening weekly and Al is right on his toes.

On November 1st Harmony Hostess, presided over by Arch C. Riddell, and Rhythm-Aire, owned by Charlie King, joined hands in Pasadena and now both studios are being operated under one management under the name Harmony Hostess-Rhythm-Aire, Ltd. The new set-up advertises 50 stations, 7,500 recordings and 24-hour "around the clock" service.

Frank Root drifted into town from Lancaster in late October bringing with him some tall tales of how the General Music staff "got took" during the "Days of '49" celebration in Lancaster. Seems J. D. Turner hadn't practiced with the rolling dominoes enough and some of the boys gave him lessons at fancy fees.

Sunday night, October 27th, was a gala night at the Pirates' Den in Hollywood. Mr. and Mrs. C. Walters entertained the editor and his wife at a special evening at the spot which featured the showing of several new subjects recently completed by Techniprocess for APDI release.

LONG BEACH

LONG BEACH—Hands were clasped in good fellowship across three states recently when H. E. Gillespie, Long Beach amusement game operator and Southern California "penny arcade king" toured the northwest on his recent vacation trip.

Gillespie, his wife and their son, Jerry, spent two months on the trip and he was especially grateful for the reception and entertainment accorded by operators wherever he went. He mentioned the good times he had with Vernon Preston, formerly with Long Beach Coin Machine Co., and now with the Puget Sound Novelty Co., Seattle, Wash., and with Cly Newton, also of the same company. Also he said he was gloriously entertained by Bill Bailly and Andy Lazzeneschi, Stockton, Calif., operators.

The Gillespies were gone from August 15 to October 20. The trip was not all fun, Gil explained. While in Port Alberni, B. C., Canada, he fell while installing the outboard motor on his boat, breaking a rib. On top of that Port Alberni had three weeks of the hardest rain in history during his stay there.

George DuPont, of Gillespie Games, is now headquartering in the Long Beach office, having transferred from the Gillespie penny arcade in Riverside.

Al Grosjean, Long Beach operator, is back from his extended hunting trip into Utah. He got the "limit", Grosjean said.

Earl R. Barnaby, senior inspector, Alcohol Tax Unit, Internal Revenue Service, and Lionel J. Bailey, deputy collector of Internal Revenue, were speakers at the meeting of the Progressive Business Men's Association on Nov. 4 at the Hilton. Also, Curley Robinson and Ray Adams were guests.

Executive Committee for coming year has nominated the following for re-election: L. E. Creeden, Carl T. Bolen, Stanley Selover, Harry Fierstine, Jos. Richarme, Emmett Baker, George W. Gay, Sam M. Schorr, Al Grosjean, W. E. Kidder, Felix G. Cole, T. G. Jakeman. Newly nominated were Thomas B. Waters, Morgan Bissey and M. J. Beck. Election is by mail and members take office in January. The Board then elects officers.

Richarme Giving Away Turkeys

LONG BEACH—One of the most liberal coinmen in Southern California is Joe Richarme, head of the Long Beach Coin Machine Co. Joe is forever giving something away.

At Christmas he passes out souvenirs of various types, four or five different types of calendars—one of which is generally an exquisite nude—and during the balance of the year he is constantly coming up with some new novelty, most recent of which was a combination pencil and level.

But now Joe tops them all. He's going to put a turkey on the table of every operator in the Southland who will drop in and purchase only one new marble table or two used tables. No fairer offer was ever made and Joe is making arrangements to have the turkeys walk right up and shake hands with you when you enter his showrooms.

L. A. Arcade Going Great Guns

LOS ANGELES—"Going great guns" properly describes the terrific success being enjoyed by Joe Zuli's Pennyland on South Main Street in Los Angeles.

Opened only a few weeks ago the spot caught on immediately and is now rapidly developing into being the prime recreational spot on this busy thoroughfare.

Most of the credit for the success of the Arcade is due Zuli, who has a keen insight into what the public wants and will patronize and his showmanship in making it easy for them to satisfy their desires for entertainment.

Dozens and dozens of machines from Exhibit Supply Co. and International Mutoscope grace the place, in addition to a bunch of old-timers no longer available which Paul Blair, Exhibit's West Coast representative, aided Zuli in obtaining. They're really museum pieces and get a terrific play from the folks who enjoy seeing some of the machines they manipulated in younger years.

The success of Pennyland bespeaks the public's current interest in amusements of this type and consequently arcades by the score are opening each week in various parts of the West. In future issues THE REVIEW will give a pictorial account of these new openings, arrangements and arcade logic.

Treasury Men At PBM Meeting

LONG BEACH—Highlight of the business meeting held by the Progressive Business Men's Association of Long Beach, Tuesday evening, November 4, at the Hotel Hilton, was the information offered by the two representatives of the Internal Revenue Service of the U. S. Treasury Department. These federal authorities answered questions and conducted round table discussions on the Alcohol Floor tax, New Excise Taxes, Luxury Taxes and Admissions Taxes. It provided an excellent opportunity for members to get information on what constituted taxable and non-taxable items from the most reliable source.



One of the most popular recreational spots on the busy Main Street of Los Angeles is Joe Zuli's Pennyland which opened with a grand flourish a month or so ago and has been doing a land office business ever since. Every night the spot is flooded with patrons and the above picture was snapped by THE REVIEW'S cameraman unbeknownst to the management and shows the steady stream of patronage the place is enjoying.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

PORTLAND

J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111, is THE REVIEW'S authorized advertising representative in Oregon and Washington. News matter is supplied jointly by Converse, Clayton Ballard and L. Helen Cusson. Any one of these three individuals are anxious to serve you.

PORTLAND—Dick Graves of Boise, Idaho, was a recent Portland visitor. Dick is one of the many operators here in the Northwest who uses an airplane in order to better serve his "spots". Dick owns his own "Ercoupe" and has a solo license.

Al Sleight, Portland operator, has been flying for sometime. Al has a "private" license and is thinking of joining the Canadian Air Force.

Bud Thompson is still another Portland operator who flies. Bud recently bought his own plane and is contemplating the purchase of another.

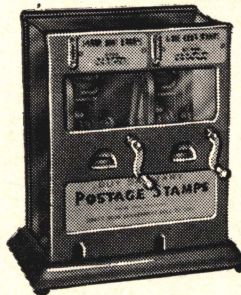
Other Portland coinmen who fly for business and pleasure include Hollis Beckett, Jack Terry, Joe Bauer and Jack R. Moore.

Bob Allen of Coast Amusement is very proud of the deer he got on a recent hunting trip. We wonder if Frank Sandburg of Mills Sales Co., Portland, who spends all his spare time either deer hunting or duck hunting, will ever have anything to "boast" about in the way of a "catch".

George James says the pheasants are so thick near Nampa and Boise, Idaho, that one has to carry a gun around in each hand to protect oneself. George, incidentally, recently made some of the Jack R. Moore Co. crowd very happy with a pheasant dinner.

Johnny Doerr at Eugene recently joined

**NOW FOR STEADIER, SURER,
BETTER INCOME OPERATE
The
BRUNSWICK
POSTAGE STAMP VENDOR**



★Your locations want and need the Brunswick Postage Stamp Vendor!! Bring it to them NOW right before Xmas mailing time! The Brunswick will help you hold your present locations and get you many new ones. BUY the Brunswick Vendor TODAY — it's like buying LIFE-TIME INCOME INSURANCE PROTECTION for YOU and YOUR FAMILY!!

\$5950

★ Beautiful front of life-long crinkle finish in harmonizing shade. Sides and top of heavy plate glass. Vends standard roll of 500 stamps. DOUBLE UNITS vend three 3c stamps for 10c and four 1c stamps for 5c. SINGLE UNITS vend four 1c stamps for 5c. Small in size; neat in appearance; compact in design; perfect in mechanism. RUSH YOUR ORDER NOW ON 10 DAY FREE TRIAL BASIS!!

\$3250



DISTRIBUTORS!

Write for Special Proposition and Available Territory!

**AUTOMATIC SANITARY VENDOR CORP.
21 BAYARD ST., NEW-BRUNSWICK, N.J.**

the tribe of "benedicts". Don't know who the new little bride is, but we certainly wish them both the best of everything.

Cecil Beckman with Beckman and Grohs, recently bought a new home. Says he "did it all" with his pin-games!

Tom K. Curtis with Northwest Amusement Co. is a horticulturist in his spare time. Says he's just a "plain dirt farmer", but we'll let you decide when we tell you he raises 140 varieties of begonias!

Frank Dalton, popular Eugene operator, recently passed through Portland, returning from a trip to Kansas City, Wichita, and Salt Lake. Frank reports that conditions are very good throughout this Mid-Western territory.

Debonair Gene Carleton, Astoria's "play-boy", reports that Mack Sales Co., his employers, are enjoying an extra specially nice business.

Jack Nelson, vice-president of Rock-Ola, and George Murdock, district manager, spent a few days here with their distributor, Coast Amusement. They made a complete circuit of the Northwest, going through Seattle, Portland, and San Francisco.

Ralph Desimone and Jimmy Driscoll of Tacoma were recent Portland visitors. We understand they really "painted the town red", and plan on a return visit soon to start all over again!

For new arrivals, we have the following to report: Jack Lakefish of Longview, Washington, recently became the proud father of a baby boy, born Oct. 16th at the Emanuel Hospital, and Chas. Green, of the Jack R. Moore Co., Portland, was recently presented with Daphne Anne, six pound baby girl.

On the sick list, we have the following: Mrs. Harry B. Kelly, wife of the one and only "Kelly", one of the Jack R. Moore Co. "tribe", is recovering very nicely from recent operation.

Friends of Roy Gatto, of Western Distributors, Portland, will be sorry to learn of his confinement in the Providence hospital. Latest reports are that he is on the way to recovery.

C. H. McGirr of Ideal Amusement Co., recently broke his collar bone in a motor accident en route to Portland from Corvallis. Mack is well on the road to recovery and we will soon see his cheery smile again.

Ol' man sickness seems to be "running wild" with a couple of Portland service men. George Gale with Beaver State is in the hospital with appendicitis,—also Joe Bauer, Jack R. Moore Co., Portland, is in the hospital for the same ailment.

E. Roland Allan, dynamic sales manager for Columbia Music Co., Portland, reports a "swell-ele-gant" operation his company has just started in Klamath Falls, with 30 installations.

L. Helen Cusson ♦

Moore Has Big Opening Party

PORTLAND—November 8th was a gala day for Northwest Coinmen who visited the new home of the Jack R. Moore organization at 1615 Southwest 14th Avenue. They started arriving early in the morning and continued arriving throughout the day.

Ample refreshments were provided for guests after they had inspected the various appointments of the new establishment, which Jack claimed was built "through the support of you and our other good friends."

Complete account of the opening, and pictures especially taken for THE REVIEW, will appear in our December issue. ♦

**TOPPS
FOR OPS!**



COIN
MACHINE
REVIEW

29
FOR
NOVEMBER
1941

TOPPS

**THE TAB SIZE CHEWING
GUM THAT HAS WON
THE FLAVOR FAVOR OF
THE NATION!!**

**NOW SPECIAL PRICE
FOR OPERATORS!**

TOPPS

**4 Famous Flavors Are Tops for Ops!
SPEARMINT
PEPPERMINT
CINNAMON
PEPSIN**

Finest quality gum in all the world! Pure, natural flavors! Higher chicle content! Perfect TAB SIZE for vending machines! Used by leading ops in ever increasing quantity every day! TOPPS is tops for bigger, better, steadier income—more satisfied customers—greater repeat action—and for building up a route into a big-time, paying business! What's MORE—TOPPS IS PRICED RIGHT!!

DISTRIBUTORS!

**A FEW TERRITORIES STILL AVAIL-
ABLE! WRITE for SPECIAL
PROPOSITION NOW!**

**FREE SAMPLES
AND PRICES
WRITE NOW!**

**TOPPS CHEWING GUM INC.
60 BROADWAY, BROOKLYN, NEW YORK**

M O V I E S

Soundies Ad Helps Offered

CHICAGO—In line with their policy to offer operators every possible service, officials of the Soundies Distributing Corporation of America, Inc. have just announced that a complete line of advertising accessories for point-of-sale use are now available. These advertising accessories and promotional helps have been prepared under the direction of William F. Crouch, head of the advertising and publicity department. Many new and novel types of advertising are available to users of Soundies and it is expected that their use in locations will be of immediate benefit. A constant variety of advertising accessories will be available hereafter to Soundies users, it is learned.

Marked attention will be given to the needs of Soundies operators in the field of advertising and publicity. Plans for this new department are very extensive and will keep in stride with the fast expansion of the Soundies company.

At present Soundies are awaiting the first of the pictures to come from the new RCM Production Co. which was organized in Hollywood a few weeks ago with Sam Coslow in charge. Productions from RCM will augment the Soundies being produced by Minoco Productions, the New York studios, and will enable the Soundies Distributing Corporation to offer only the highest type of films for automatic coin operated machines. Pictures released by Soundies will have met exacting requirements both from a quality and entertainment standpoint, according to Gordon B. Mills, President of the company. "Only the very finest films obtainable will be scheduled for release," Mills stated.

So far this year, Soundies have distributed more than forty weekly programs consisting of over 300 subjects. The release schedule of a new program weekly has been maintained at all times, giving the users of Soundies service superior to that offered by any other company.

Reports from operators throughout the country who use Soundies indicate they are greatly pleased with the many advantages that the company has been able to offer, such as productions of excellent entertainment value, and film prints of superior quality that are outstanding in sound and synchronization. Operators are also

When Gertrude Nielsen finished her series of subjects at Techniprocess Studios, for APDI release, she posed with her director, Roy Mack on the left; and her producers, Mr. and Mrs. Mario Castegnaro in the offices in Hollywood. Gertrude's shorts are sensational (and we're speaking of her film work.)



pleased with the protection given them in handling Soundies as it eliminates chances of repercussions from censorship, copyright infringement, music and title rights and other problems which must be considered in the distribution and exhibition of motion pictures.

An elaborate new catalog that displays in word and picture pertinent data relative to Soundies, has just come off the press. Copies have been distributed to Soundies operators for their use in selecting programs. This new catalog contains all Soundies releases to date and other important data as well.

APDI Showing at Pirates' Den

HOLLYWOOD—Sunday evening, October 26th, was a gay night at the Pirates' Den in Hollywood when Techniprocess Special Effects Corp., releasing coin machine films through Associated Producers Distributing, Inc., exhibited some of their newly completed subjects to a packed house.

Included in the showing were several outstanding subjects which will be included in the program reel releases of APDI in the weeks ahead. The privileged audience applauded the subjects repeatedly.

Officials of the Pirates' Den expressed themselves as well pleased with the wealth of entertainment the new film subjects provide and the enthusiastic manner in which their patrons received them. "It only goes to show," said they, "that Hollywood is really entering into the coin movie field in a big way and using the big names, best writers, best directors and producers, in making these subjects for the coin machine flicker-vendors. Then too these showings will serve to interest others, both on the producing end and operating end, in this new opportunity."

See
A. P. D. I.
Ad
On Back Cover

METERMOVIES SCORES ANOTHER FIRST!
DON'T MISS NEXT MONTH'S REVIEW

Announcing the Most
SENSATIONAL DEVELOPMENT IN
COIN MOVIE MACHINES

METERMOVIES, INC., 8851 BEVERLY BLVD., LOS ANGELES, CALIF.

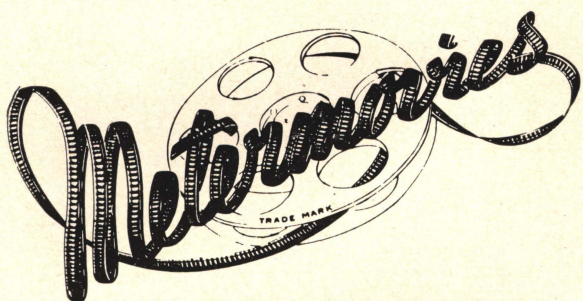
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
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FOR
NOVEMBER
1941

It's 1943 on



calendar

This is breaking my heart. I can't wait to prove that it IS 1943 on METERMOVIES calendar, but Don Heyer, the big boss out at METERMOVIES, won't give me the green light to tell you all about it for another three weeks. If you knew what I know---

C. Walters.

— TERMS —

1941 — has gone
1942 — has gone Metermovies are that far ahead —

- Twenty-Four Subjects
- High Fidelity Reproduction
- Larger Screen

- Engineered Simplicity
- Air Conditioning
- Trouble-Free Operation

Exclusive Representation By

C. WALTERS AND ASSOCIATES

2201 BEVERLY BLVD.

FE. 1474

LOS ANGELES, CALIFORNIA

IN

CALIFORNIA

ARIZONA

NEVADA

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

Wheeler Raps Coin Movies

WASHINGTON, D. C.—Senator Burton K. Wheeler, Democrat from Montana, moved his lambasting to a new field October 20th and announced to the press that coin operated movies being produced in Hollywood are lewd and lascivious. Said Wheeler, "I understand that some of these movie box pictures they are putting out and which have government priorities are lewd and lascivious pictures that would not be permitted on any decent stage or motion picture screen in the country. I hope these pictures are not going to be shown in the camps to the soldier boys. Many of these young boys are now being subjected to enough temptations as it is."

The coin machine industry was quick to

reply to Wheeler's statement. Sam Coslow, producing in Hollywood for Mills Panoram, said: "The Senator's statement to the press proves him to be just as uninformed about this branch of entertainment as he was about feature films. Apparently no one has ever told the Senator that coin movies are reviewed and passed on by the same censor boards in the various States who pass on all motion pictures. Furthermore our contracts covering the release of our films specifically state that they must conform to the standards of the Hays office regulations." ♦

* * *

"My act is breaking rocks on a woman's head."

"Yeah? Where's the woman?"

"You gotta furnish a new one for each performance." ♦

Distribs. Descend On APDI Offices

HOLLYWOOD — The offices of Associated Producers Distributing, Inc., are rapidly becoming a regular Union Station for jobbers and distributors of the United States for each day they are arriving from all parts of the country to negotiate for APDI distributing franchises, closing their deals, and departing for home.

On November 5th THE REVIEW looked in on APDI and found distributors on hand from Pittsburgh, New York, Cincinnati, Detroit, and Mexico City — all with check books in hand waiting to close their APDI deals. ♦

We know a girl who is so lazy she won't even exercise discretion.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

How Coin Movies Are Made

As related by Charlie Walters

How are three minute musicals made? That is a question we are invariably asked. We went to Hollywood to find out. The first thing we learned was that 99% of the picture business is at first not readily apparent to the casual visitor. The actual taking of the scene with the camera amounts to but a fraction of the whole job.

In starting the job we must first pick out the music that is wanted and be sure that we are able to secure proper releases from those who control the ownership of the song. In this department is needed a man well versed in all the legal technicalities that must be adhered to.

We now proceed to have writers and gag men go to work to whip out a finished and full fledged script for each number. These scripts are carefully gone over and might be changed twenty times before the finished manuscript is finally dished up. Remember, the whole story has to be timed with the words and music of the song. A metronome is used to secure this result to the fraction of a second.

Next we go into a huddle with our orchestra leader. We must settle with him as to what type of music we want, what tempo we want and generally how we want the job done. Accomplished song writers like Harold Raymond and Louis Herscher of Featurettes are a great help in this department. We now have that all set. The date for recording the music and the vocals is all arranged.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

COIN MACHINE SOUND ON FILM

Midwest Headquarters
for

HOLLYWOOD FILM
ENTERPRISES
and

MAJORETTE
FILM SHORTS

Write for Catalog and Prices

HORNSTEIN
PHOTO SALES

Department 11CM,
320 W. Ohio Street, Chicago, Ill.

Southwest Branch:
700 Elm Street, Dallas, Texas

IN WASHINGTON A. P. D. I. FILMS

ASSOCIATED PRODUCERS DISTRIBUTING, INC.

Exclusive representation by

NORTHWEST SALES, Inc.

3144 Elliot Ave.

Garfield 0460

Seattle, Wash.

If we get a big break we can land a man like Roy Mack to direct our pictures and help round up the cast. Remember all the characters must fit their parts. Pictures are often made or broken in this department. Next, we have costuming and we must continue to bear in mind all timing must be perfect. Girls and boys working in your pictures may have other engagements to fill.

We are now out to the RCA recording stage. This work is expensive and you can only keep the stage by appointment. Time marches on. Practicing fiddling and diddling to get it the way you and your customers want it. At the end of a tough day its all in the can; everybody is worn out but we've finished the sound track.

Picture time finally arrives. The lights are on; the actors are here; the sound track is going through—Lights, camera, action, picture—Quiet! A dozen juicers, grips, sound men, swing men and what not

all bearing down on their own job. If you don't go nuts you suddenly remember after the cameras stop grinding you have only started making pictures.

You now proceed to the laboratory to synchronize your sound track and your picture. Also there is a little matter of master negatives, test prints, test negatives, fine grains, etc., far into the night.

You finally show your pictures to the press and hold your breath. You might have a Techniprocess Oh Johnny Sensation and then again you might have a stinkeroo.

You think you have troubles? Try picture making! Remember the fellow who took his girl friend's wooden leg apart and couldn't put it together again? Picture the poor fellow who had two of them apart and couldn't remember the room number. ♦

APDI Appoints Eastern Distrib.

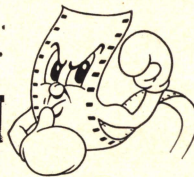
HOLLYWOOD — Associated Producers Distributing Inc., has announced the appointment of the American Cigarette Machine Co., of Pittsburgh, Pa., as exclusive distributors for their motion picture subjects in Pennsylvania, Maryland, Delaware, New Jersey, Virginia, District of Columbia and Western New York.

M. Abelson, of American Cigarette, flew to the coast November 2nd to close the deal with APDI, and expressed himself as highly pleased with the tremendous entertainment value of APDI releases. ♦



✓Tanya Widrin, lovely Panoram star, appears in several Soundies produced in Hollywood and being shown in the Mills Panoram movie machines. Tanya plays Miss California in Pickle Puss.

LOWER COSTS..
MORE PROFIT..
with film that's
TOUGH
—inside and out!



YOU CAN ... get 10 times as much use from O'SULLIVAN-PROCESSED film ... prevent damage from oil, grease, dryness, moisture ... prevent color-fading. O'SULLIVANIZED FILM IS TOUGH!

To help you save replacement costs, for a limited time we'll process a complete 24-minute program reel for only \$2.50, plus return shipping charges. Takes only 24 hours. Operators — make your own movies? 200 ft. 8mm film processed—\$1.00. 400 ft. 16mm—\$1.50. Send your film today to

O'Sullivan Film Process
Dept. R
5184 Santa Monica Blvd.
HOLLYWOOD, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

A. P. D. I. FILMS ON TIME PAYMENT!

ASSOCIATED PRODUCERS DISTRIBUTING, INC.

\$5.00 WITH ORDER **\$5.00** PER WEEK
FOR TWELVE WEEKS

BRINGS YOU A FULL PROGRAM OF 8 THREE-MINUTE MUSICAL SHORTS.

TOTAL PRICE \$65.00 PER PROGRAM.

NO OTHER ADDED CHARGES — IN CALIFORNIA ADD \$1.95 WITH ORDER FOR SALES TAX

SPECIFY NORMAL PRINT — OR REVERSE PRINT FOR MILLS PANORAM

NOW!
REEL NOS.

101
102
103
104

OUR SALE PRICE IS LESS

NOV. 22ND
REEL 105

THAN YOUR PRESENT RENTAL COST

ASSOCIATED PRODUCERS use only members of the SCREEN ACTORS GUILD, members of I.A.T.S.E., only musicians affiliated with the A. F. of L., and all prints are made in accordance with the STANDARDS of MOTION PICTURE ENGINEERS at major laboratories.

Exclusive Representation By

C. WALTERS AND ASSOCIATES

2201 BEVERLY BLVD.

FE. 1474

LOS ANGELES, CALIF.

— IN —

CALIFORNIA, OREGON, IDAHO, MONTANA, WYOMING, NEVADA, UTAH, COLORADO, ARIZONA, NEW MEXICO, HAWAII AND ALASKA

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

Reviews OF PICTURE PRODUCTS

(The following reviews cover five 3-minute subjects just completed by Song-O-Graph Productions, Hollywood, for coin operated movie machines. Subjects were produced by Peter Ratoff and Directed by Josef Berne.)

1. IF MY MOTHER COULD SEE ME NOW.

Timely tune dealing with a young recruit surrounded by oodles of girls and thusly enjoying his stint in the army. Jimmy Dodd is the young soldier lad and does a neat job of putting over the number. Lad is good at clowning and has a pleasing voice. Subject is fast, tuneful and enjoyable throughout.

2. THE LITTLE USHERETTE.

This one doesn't quite "jell". Scene is laid in a theater with Janice Chambers the scantily clad usherette who goes for Jimmy Alexandre, the boy in the back row. Close-ups might frighten some.

3. DADDY.

Jean Carol throws her all into putting over the lyrics of this popular ditty and succeeds moderately well. Jimmy Alexandre is again on hand for support as well as a chorus of six lasses who hoof a bit. Present popularity of the number will help sell this one over and over again but Jean Carol's rendition cannot be called too interesting.

4. LACKADAISICAL LADY.

Cute number. Jimmie Dodd waltzes a broad around his bedroom pointing out the gal pictures on the wall and explaining why each lass fell just a wee bit short on getting

over completely with him. Nice swing to the song and the words are clever. Very good.

5. NELLIE BLY.

Gai Moran shouts this old timer in the modiste shop of a male dress designer amid a half dozen dolls dressed in gowns of yesterday. Miss Moran goes hot with the lyrics, the designer caresses the bulges on a dress form, Moran yanks the skirts off the other gals, a hot dance follows, the designer gets steaming and grabs a pair of scissors and starts cutting off the dance tights on the girls just as Director Berne ordered a fade-out to save the morale of the country completely. This IS a naughty number, moves like lightning, and so will the censors where the going is not too easy. Be certain of your ground before attempting to splice this one into your programs.

Paul Blackford. ♦

APDI PROGRAM NO. 105

1. ALWAYS ON THE BENCH.

Guy Rennie, current emcee at the Pirate's Den, depicts the attempts of a football player to get into the game and win his letter. Stadium shots and femme cheer leaders are an eyeful. At finish Rennie finally gets his letter—a notification from Uncle Sam to report for Army duty and closing shot shows him peeling potatoes and still on the bench. Directed by Roy Mack. Musical direction by Lud Gluskin. Produced by Techniprocess. Very good.

2. KISSES TO YOU.

Featurettes specialize in musical numbers with a mess of youngsters interpreting the lyrics and clogging off modern dance routines. This one follows the regular pattern. Boy sings to girl, girl not so hot for boy, boy keeps chirping, gal can't resist—smack!

Blonde is a looker. Lad has nice voice but lacks personality. Average musical fare.

3. OH JOHNNY.

If there wasn't another good number on this reel this short would justify the expenditure. Gertrude Niesen does a bang-up job of injecting new life into Oh Johnny. Singing it in conventional style she makes her exit only to be told by other performers that she didn't sing the number properly. She returns and does it as Bonnie Baker might chant it. Still the gang complains so la Niesen gives it the Mae West treatment, hip swinging and bustle rustling technique and wham—such delivery! Hot, exciting and torrid enough to burn up the screen but still within the bounds of common decency and certain not to offend. Sensational to say the least. By Techniprocess.

4. DOIN' THE ARGENTINE.

Better than average Latin with a very capable dance team executing some intricate dance routines. Flashy scenes, interesting musical combination. By Featurettes.

5. SWEATERS AND SUNDAES.

A not too strong musical short featuring the singing of Jack Beekman and a half a dozen line girls attired in tight fitting sweaters. Girls do a simple arm routine at a soda fountain, dismount from their stools and go into some phony hoofing of primary grade rating.

6. AT YOUR SERVICE.

Cute number with locale a Drive-In eatery. Several unescorted males drop in for tea and tiffin thereby giving the gals a chance to chant the lyrics of the number. At the end the girls mount the radiators of the various cars and go into some good old fashioned burlesque hip shaking while the

—TURN PAGE

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curious males sneak peaks through wind-shields. Sexy, lots of legs, and a tonic for the weary business man. By Featurettes.
7. OH SUSANNA.

This is a Techniprocess production of the music of Stephen Foster as arranged by Lud Gluskin and played in his inimitable style. Featured are a bevy of lookers dressed as pioneer women, the Four Merry Men, and a trio of Indians. Indians visit the pioneer drove camped along the trail for the night and are taken in by the banjo playing of one of the men. The old chief picks up the banjo and goes to town on it while the rest of the group do a few old time dances to the tune of Oh Susanna and

Camptown Races. A well produced short packed with a wealth of entertainment.

8. UNSOPHISTICATED SUE.

A pleasing number concerning an unusual type of female who turns out to be just like the rest of the gals when a wealthy man makes his entrance. Vocalist is good and her singing while cuddling in the closing scene is neat stuff. A pleasing finale to a well-balanced and entertainment-packed program reel.

Paul Blackford ♦

◀ Metermovies Signs Eastern Distributions.

LOS ANGELES—Out to do things in a big way, Myer Abelson of the American Cigarette Machine Co., Pittsburgh, Pennsylvania, and Harry Freedland, of Detroit, Michigan, landed in Los Angeles by Airliner last week to walk off with the distribution rights for Metermovies in their respective states and before the ink was dry on their contracts they consummated distribution agreements with local film distributors. The boys tapered off their busy week in real live wire fashion in company with Bob De Leon, sales manager of Metermovies, making a round of Hollywood nite spots and studios. Bob met the two new distributors at the airport and gave them a real introduction to the town.

"It was a hurry-up trip," Abelson said before hopping the return plane, "but we accomplished a lot in a short time. We were set on Metermovies after a complete check-up on the picture machine industry, and set out to corner our share of it. It looks mighty good to us."

Freedland reported orders already on his books for the Metermovie machines, stating that he was prepared to absorb all the machines available for his area.

Both distributors tested machines on actual locations in their areas before flying West, and reported eminently satisfactory results. Said Abelson, "The first Metermovie in my area was placed on location more than two months ago. At the end of the second month the operator reported that not a single service call had been made other than to change film. That was enough. The next day I made plane reservations for Hollywood. It's green lights from now on."

Both distributors have placed heavy commitments with the manufacturing company and report tremendous operator enthusiasm in their territories. ♦

◀ 4500 Panorams In Operation

HOLLYWOOD—Returning to his offices here in late October, A. F. Hickox, Western District Manager for Mills Novelty's Panoram, revealed that more than 4500 Panoram coin operated movie machines are now in operation throughout the United States and that so far he has sold more than 1000 machines in the eleven Western states.

"In my ten-week swing through the territory I was pleased to learn of the fine receipts being collected from Panorams. For example, in Butte, Montana, Jerry O'Connell, former U. S. Congressman, became interested in Panorams and purchased 10 for Butte. After operating them a few weeks and taking in an average of \$100 per week per machine O'Connell signed up immediately for 15 more counties in Montana," reported Hickox.

Another new Panoram operator in the Northwest is Joe Hart of the Hart Novelty Co., Everett, who has just taken over 5 counties in Washington and 6 counties in Idaho which will be serviced out of his Boise office.

Over 400 films are now available for Panoram operators and the Hollywood studios went into production on an additional 40 subjects the last week in October. ♦

◀ Method of Increasing Film-Life Announced

HOLLYWOOD—So long as film, a soft substance, meets the hard metal in projection equipment, films will be scratched, worn, and ultimately destroyed. No method of equalizing the hardness of film and projection units has been discovered, but a process applied to film, now available in a Hollywood laboratory, will protect the delicate emulsion and at the same time penetrate to the base of the film, making it tough—inside and out—so that damage from either projection or storage is materially reduced and often eliminated entirely.

Used by many leading firms which train personnel and increase sales through motion pictures, as well as by an increasing number of amateur movie enthusiasts, this preservative, the O'Sullivan Film Process, not only prevents scratching of emulsion but also its peeling and blistering, so that projection remains perfect. Oil and grease, picked up in projectors, are rapid destroyers of film. While they still accumulate on film processed by O'Sullivan, they may be cleaned off easily, and they have no chance to penetrate. Film in storage has a tendency to sweat and rot, and the same preservative factors prevent this.

Appealing especially to enthusiasts who shoot their movies in color, the O'Sullivan Film Process "ties" the dyes so that the fading of color, which sometimes does not begin to be apparent for several years, is permanently prevented.

Toughness of the film as a result of processing has made it possible to use a single reel for as many as 3000 projections without a breakdown—an important factor where replacement cost must be considered, and equally vital where the film is of a subject that cannot be replaced.

Inexpensive to have applied, the process requires only 24 hours in the O'Sullivan laboratory in Hollywood. ♦

* * *

"They call that prize fighter 'Laundry'."

"How so?"

"He's always hanging over the ropes."



FOR THE BEST FILM ENTERTAINMENT

Soundies PARADE OF HITS

for 1941-1942

SOUNDIES DISTRIBUTING
CORPORATION OF
AMERICA, INC.

Executive Offices

1406 MERCHANDISE MART
Chicago, Illinois



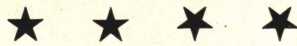
Eleanor French, Hollywood singing star in the Soundie production of "Spin the Bottle," poses before Mills Panoram with George P. Ulician, general sales manager for Soundies.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

34

FOR
NOVEMBER
1941



RAYGRAM *Presents*

FOUR COMPLETE — 4 STAR PROGRAMS

The Latest in Coin Machine "Soundies"

Now is the time to feature these sparkling "Hit Shows" . . . with big name stars and record-smashing tunes. Four complete programs . . . produced expressly for COIN MACHINE OPERATORS . . . designed to attract and thrill audiences everywhere! Ring up the curtain to insure new patrons and bigger profits with these four star programs.

PROGRAM I

Princess Luana — Beautiful Hawaiian Maidens dancing and swinging against a romantic South Seas background.

Only Forever — Dave Marshall and his famous California Orchestra, with Dave Marshall as vocalist.

The 3 Debutantes — Novelty singing and dancing number with famous orchestra.

Tangolita — Beautiful El Patio setting, famous South American orchestra and great dance team.

Frank Cook - Wm. Tell — Novelty arrangement of Wm. Tell in Swing tempo.

Happy Ranch Boys — Harmony and singing, in the popular Cowboy style.

Querie Mucho — Grand Argentine Orchestra arrangement and Rumba Dance.

Mardi Gras — Pretty Girls! Music in a carnival setting! Spicy! Entertaining!

PROGRAM II

Echo From the Hills — Hillbilly Quartette, singing and playing as only Cowboys can!

Vanto Negro — Conga with famous orchestra featuring 30 dancers and singers in beautiful setting.

Blueberry Hill — Dave Marshall and his famous California orchestra in an original rendition of a popular tune.

You Think of Everything — Zoe Landis, popular vocalist in an excellent setting, with beautiful orchestral backings.

La Goldrina — Thrilling Voices — a beautiful setting — a must on any program.

My Heart Is Aching — Negro Harmony in a special rendition of a grand song.

All of Me — Popular Song, by an unusual orchestra and vocalist.

Felicia — Lopez Orchestra, a swell job as usual!

PROGRAM III

Honey Suckle Rose — Cowboys with harmony and instrumentation, making for splendid entertainment.

Andaluza — A thrilling Latin number in a Hollywood El Patio setting.

They Tell Me Hawaii Is Heaven — Gorgeous Girls, singing at Waikiki Beach. Romantic setting! Wonderful entertainment.

Dardanella — One of the best on this program!

Tango Argentino — Famous Latin Orchestra and Dance Team!

Rolling Stones — Cowboys giving their interpretation of this song in their own inimitable way.

When You're Near Me — Excellent rendition of this popular song with orchestral backing.

Mario Donato — Rumba — Lopez & Donato in an interpretive excellent Rumba dance.

PROGRAM IV

Rumba Curita — A superb Latin orchestra with dancing and singing in Latin surroundings.

The Rooster — Cowboys at their best, in songs and musical entertainment.

Chipanesia Estrellita — Argentine setting, splendid South American entertainment.

Looney Cowboy — Novelty of exceptional interest, and a must on your program.

Mme'selle from Armentiers — A French song and dance number with A. E. F. boys in chorus. Excellent.

Midiana-Mimosa — An unusual novelty that will afford entertainment for all.

Girl of Bagdad — Oriental setting with interesting and unusual dancing and music.

Karola — Rumba dancing at its best.

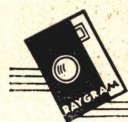
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All productions made in Hollywood . . . under expert technical supervision. Available in standard or reverse printing, for all machines. Many additional subjects in production.

Price \$45.00 per complete program of eight subjects.
Individual subjects \$6.00 each.

Write for complete list of subjects.



RAYGRAM CORP.

425 FOURTH AVE. NEW YORK CITY

EASTERN HEADQUARTERS for COIN MACHINE "SOUNDIES"

MIDWEST HEADQUARTERS: HORNSTEIN PHOTO SALES, 320 W. OHIO ST., CHICAGO, ILL.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



The big-wigs visit a set at Techniprocess to see how coin movie films are produced. Standing, left to right: Bob DeLeon of Metermovies; Pinky Freedman of C. Walters & Associates; Paul Blackford of THE REVIEW; Mario Castegnaro of Techniprocess; C. Walters. Seated on the left: Harry Freedland, Metermovies distributor in Detroit; Mrs. Mario Castegnaro; and Myer Abelson, Metermovies and APDI distributor in Pittsburgh.

◀ Metermovies Readies December Surprise

LOS ANGELES—On a recent visit to the main plant of Metermovies, Inc., the REVIEW discovered that several really big events are shaping up, and that Metermovies has more activity than the traditional hive of bees.

Event number 1 is, according to Metermovie officials, a new and revolutionary major development in the coin movie field which will be announced in the December issue of the REVIEW and will, we hope, be a real Christmas offering to the already enthusiastic operators and distributors of Metermovies. We have it straight from the company headquarters (and Metermovie officials have a reputation for following promises with real action) that this revelation will prove the greatest triumph yet in Metermovies' long list of successes. We wish we could let our readers in on the treat in store, but all we can say is don't miss the Christmas issue!

Another big event in the Metermovie program is their scheduled moving of the main Metermovie plant which will be shifted into spacious new quarters before the end of the year. The new plant is being equipped with enlarged production facilities on a scale commensurate with Metermovies rapidly growing program. The plant is designed for the complete manufacturing and assembly of Metermovie products with large display rooms and central offices which the management invites operators and distributors of the nation to make their headquarters when in Los Angeles.

Not the least of the big things afoot at Metermovies is the activity of distributors who have shuttled in and out of town at a rate to guarantee the airlines a major profit, and whose coast-to-coast telephone calls have kept the Metermovie lines in continual congestion. ♦

Taylor Visits Reno

OAKLAND—Warren H. Taylor, secretary-treasurer of Mills Enterprises, Inc., distributors of Panoram, has just returned from an air trip to Reno.

Taylor reports that while business in Reno is holding up fairly well, the biggest little city in the world could stand a little more tourist trade at the present time. ♦

◀ Mills Perfects Studio Set-Up

CHICAGO—By the formation of RCM Productions, Inc., a company to produce Soundies in Hollywood, Soundies Distributing Corporation of America, Inc., and Gordon B. Mills, President, have taken another step in improving the quality of film product offered operators of Panoram coin operated picture machines.

This new producing concern has already secured the services of several of the top-flight directors of important filmicals to make their coming attractions. Talent of decided name value and boxoffice appeal will be starred in these productions. In addition to RCM, Minoco, the current producing company of Soundies, will also supply pictures. Selected independent companies will be given contracts for the making of films if they are of a standard suitable to the exacting needs of Soundies. Only the best films will be bought in all cases, and no expense will be spared to secure short subjects which are of highest quality, Soundies officials declare. ♦



Myer Abelson of American Cigarette Machine Co., Pittsburgh, Pa., puts his "John Henry" on the line for exclusive distribution of APDI films in the East and seals the deal with a check for \$25,000. On the left is Mario Castegnaro, of Techniprocess and APDI, and on the right is Paul Blackford, editor of THE REVIEW.

◀ Films Now On Term Payments

LOS ANGELES—C. "Charlie" Walters, well-known California, Arizona and Nevada distributor for both Metermovies and APDI film releases has rung the bell again with his newest proposition to the trade in the form of a hot-time payment plan for coin movie films. According to local operators this is the biggest news since coin movies hit the market and will mean pay dirt for the entire industry.

Said Charlie, "Just tell the boys the line forms at the right,—and no pushing! The movie gold rush is on." ♦

◀ New Stamp Vendor Offered

NEW YORK—The Automatic Sanitary Vendor Corp., New Brunswick, N. J., have just introduced their Brunswick Postage Stamp Vendor to the coin machine trade. The firm has developed one of the most outstanding vendors of all time in this new machine and those that have already seen it acclaim it because of the many unique and better principles used in the design and mechanism.

According to Al Davis of the firm, "The Brunswick Postage Stamp Vendor is one of those rare merchandising machines that met with the instant approval of all the coin machine trade. Every operator who sees it acclaims it as one of the greatest vendors that they have ever yet seen. Not only is the machine idea exceptionally attractive but the new idea of heavy plate glass sides and top, whereby the public can actually watch the mechanism in operation, has won much approval." ♦

◀ Douglass Finds Non-Coin Games Good

CHICAGO—Al S. Douglass, head of the Daval Co., has just returned from a trip through the East and is gratified over the number of Daval machines which are being sold by his distributors. He is also highly enthused over results achieved by their non-coin-operated counter games, American Eagle and Marvel, which were recently tested on 47 locations throughout the country by leading coin machine operators.

"The play was continuous on all of the 47 locations, operators tell us", Douglass said. "The fact that no coins were necessary absolutely challenged the public to play the machine. It was so simple and easy to play that many players kept right on playing the game never thinking of the number of plays they were making and were more than happy to settle with the location. Operators found that it made little difference whether the game was American Eagle or Marvel. John Q. Public liked the action of both machines." ♦

RIGHT STREET—WRONG NUMBER

LOS ANGELES—"Twice in the same issue you moved me to a new house on my street," declared Al Meyers, Western Representative for D. Gottlieb & Co., in bringing THE REVIEW'S attention to an error in the October issue.

Al lives on South Hobart Boulevard in Los Angeles but his residence number is 808 and not 508 as stated twice in last month's issue.

PICTORIALLY SPEAKING



RALPH L. HALL
New Advertising Manager of the Rock-Ola
Manufacturing Corporation

Hall Appointed Rock-Ola Ad Chief

CHICAGO—Announcement was made November 1st of appointment of Ralph L. Hall to the position of Advertising and Sales Promotion Manager of the Rock-Ola Manufacturing Corporation.

Hall for the past 15 years has been account executive with R. L. Polk & Co. in their Cleveland and Chicago offices.

A million dollar contract from the Army for ammunition containers has been awarded Rock-Ola Manufacturing Corporation. To fulfill this contract, and several other defense orders placed earlier with this firm, a large part of the Rock-Ola plant is being turned over to armament production.

Despite these large defense contracts, Rock-Ola officials assert that their huge \$3,000,000 plant employing 1300 men will permit the company to take care of their usual business in a normal way. ♦



CARRIE THE CAR HOP

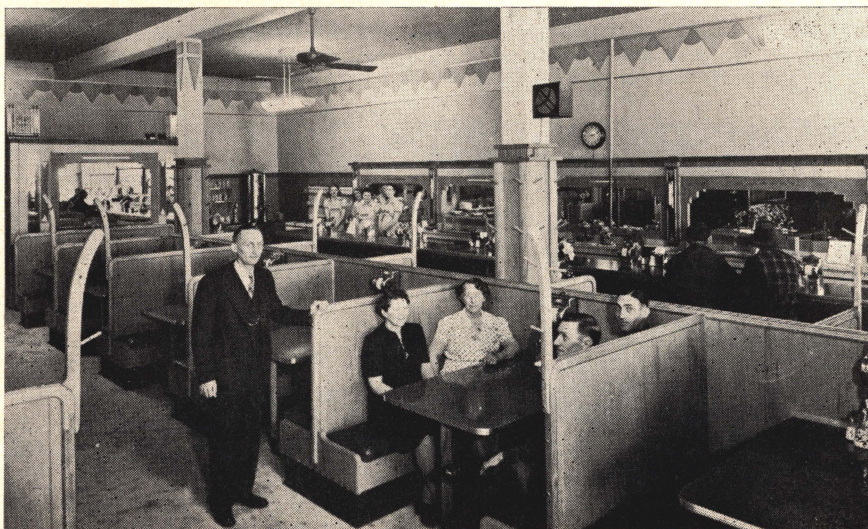
We quit complaining about our old phonograph after our operator explained how much National Defense material went into a new machine. We're glad to do another bit for Uncle Sam by keeping the old box for another year.



Ray Wherritt, Los Angeles Music Merchant, buys himself another battery of Wurlitzer Victory Models with Mrs. Wherritt watching him sign the contract. At the right, Russ Smith, General Manager of California-Simplex Distributing Co., promises immediate delivery—says this is one of the many substantial orders booked already this Fall by Music Merchants who are capitalizing on the greater spending power of the public due to National Defense earnings.



Feature of a recent all-day get-together for Wurlitzer Music Merchants at the Graham Distributing Co., Cincinnati Wurlitzer Distributors, was the presence of Jan Garber, prominent orchestra leader, who autographed discs of his latest Columbia recordings for the guests and joined in the festivities that marked the occasion.



Left to right: Pete Weyh, standing; seated, Mrs. Weyh; Mrs. Joe Tribe, owner; Clayton Ballard, Packard District Manager; Art Weyh, operator-brother of Pete Weyh.

COIN
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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



George Gianebas, owner of the Yucca Cocktail Lounge, a part of Riverside, California's popular Diner Cafe, has a new Wurlitzer 850 in his location. He says, "Since Wurlitzer Music Merchant G. F. Cooper brought my new Super-DeLuxe Wurlitzer, I have been taking in more money than ever before. I never realized a Wurlitzer Phonograph could increase my business so much."



"Exactly where it belongs . . . alongside of beauty and class," spoke up Bud Parr of General Music as he eyed the Buckley box between the Rodik Twins. Girls are Decca recording artists and their recent hit "Answer to You Are My Sunshine" is going a merry clip in the phonos. They are in Hollywood at present working in pictures.



Here are the members of the Los Angeles office of E. T. Mape Music Co., displaying the Defense Bonds they have purchased as part of the Seeburg Bonds for Defense Campaign. Every member of the San Francisco office has likewise purchased Defense Bonds and Stamps.



Paul Hirschler, who operates as the Rainbow Amusement Co., picked Rock-Ola equipment when he opened his Wired Music System in Pasadena, Calif. Here is Hirschler as he accepted delivery from Jean Minthorne on the first 2 Rock-Ola Mystic Music Units to be used with Spectrovox Tone Columns.

Mape 100% for Defense Bonds

LOS ANGELES—Every member of the E. T. Mape Music Co. in Los Angeles and San Francisco are proud possessors of United States Defense Bonds.

This was the declaration made November 5th by L. B. McCreary, local manager, who stated that the Mape firm is co-operating 100% with the J. P. Seeburg Corp. campaign to push the sale of Defense Bonds amongst the music operators of America.

"Our organization has gone 'all out' in purchasing Defense Bonds," said McCreary, "for we believe wholeheartedly that here is one way in which every American can co-operate in preserving the principles of democracy for which our ancestors fought and paid for so dearly. We have set the example in our own organization and we are doing everything in our power to see that all Seeburg operators join up and purchase just as many Defense Bonds as their circumstances permit." ♦

Pla-Mor Scores In Havre

HAVRE—Pete Weyh, Packard Pla-Mor distributor, is justly proud of his new 18-box installation in the Up and Up Cafe, Havre, Montana.

Weyh reports: "Collections are three times greater than were taken with the music installation formerly in the location. Mrs. Joe Tribe, owner of the cafe, told me that she and her customers were much happier with Packard Pla-Mor because there was an even distribution of sound throughout the entire cafe, whereas, before we made this Packard Pla-Mor installation, Mrs. Tribe complained that customers in one part of the cafe had too much sound, and in another, couldn't hear the music." ♦

AN ALL TIME HIGH!



In 1941 Soundies hit an all time high in picture production—over 400 different subjects, with leads played by screen, stage and musical stars, the newest songs, specialties, and ingenious arrangements of old favorites and standard numbers—nothing like it in history. A few of the big names in Soundies:

Morton Downey
Gertrude Niesen
Lanny Ross
Jane Pickens
Willie Howard
Eton Boys
Carolyn Marsh
Michael Bartlett
Singing Powers
Models
Patricia Ellis
Kidoodlers
Gus Van

Charioteers
Fifi D'Orsay
The Landt Trio
Beverly Roberts
Men and Maids of
Melody
Bert Frohman
Eva Ortega
Alfalfa
Romaine Stevens
Smith and Dale
King Sisters
Teddy Wilson

Mary Healy
Connie Maxwell Girls
Henry King
Martha Tilton
Dick Hogan
Slate Brothers
Bernadene Hayes
Cliff Nazarro
Sammy Wolf
Doodles Weaver
Cindy Walker
The Korn Kobbler
King's Men

Delta Rhythm Boys
Zeke Canova
Ginger Harmon
David Rose
Joy Hodges
Jackie Greene
Eddie Printz
John Robert Powers
Carson Robison and
His Buckaroos
Borah Minevitch
Donald Novis

Wini Shaw
Tamara
Frank Novak
Grace McDonald
Michael Loring
Radio Rogues
Marlyn Stuart
Emery Deutsch Gypsy
Orchestra
Bob Hannon
Esmerelda
Martins

Benny Fields
Mitchell Ayres
Herbie Kay
Dave Schooler
Alvino Rey
Johnny Long
The Patriotairs
Del Casino
Eleanor French
The Rhythmatics
The Deep River Boys
Hoagy Carmichael

★ ★ ★ BIG TOP NAME BANDS ★ ★ ★

PRODUCERS

Jack Barry Paul Ross
Sam Coslow James Roosevelt
CAMERAMAN
George Webber

ART DIRECTOR

Oscar Yerg

EDITOR

Shirley Stone

DIRECTORS

Robert Snody Pyrmn Smith
Warren Murray Josef Berne
John Primi John Graham

MUSIC

David Rose
Ray Bloch Ben Pollack
George Steiner Lud Gluskin
Jack Shilkret

Panoram



Soundies

Your Opportunity

No operator ever had a greater opportunity to dominate the entertainment world than the Panoram operator. The top locations are all at your beck and call; thousands of applications are steadily being received by us from the choicest spots in all America. In Panoram you have an instrument that is totally unlike anything else in the business. If there were not any movies in Panoram, its *sound* alone would outscore the work of any other recording machine made, and its ingenious arrangements would be the envy of all your competitors. But in addition to its brilliant, distinctly modernized sound, Panoram shows AUTOMATIC MOVING PICTURES on a large screen 18" x 24", easily visible and assimilable at the distance of sixty feet or more! Racy, thrilling, playful, comic, beautiful pictures! Pictures of singers, dancers, artists and actors. Pictures built around thrilling individual plots conceived and executed by the richest and most ingenious brains of the creative art. Pictures that every single patron wants to see over and over again, because they are so surfeited with variety, appeal, and human interest. To be the first man to introduce this new art to your territory is a privilege and a brilliant opportunity. By acting now, you will completely deserve all the prominence and profit resulting from your entry into this lucrative new field.

LOCATIONS LIKE SOUNDIES—BECAUSE

Soundies pep up the place! No other musical instrument was ever able to get the brilliant, vibrant clearness and appeal into its sound that comes from Panoram's Sound-on-film, projected and amplified by official RCA projecting and sound system. The location owner peps up, inspired by the music and its merchandising powers, meets and greets his customers with zip and personality. The help peps up, too, bartender, assistants, waiters and waitresses, all take a keen interest in the pictures, explain them to the trade, enjoying them as they work, keeping everybody in a pleasant frame of mind. The customers get a big lift out of Soundies because it's the highest type of entertainment they have been privileged to look at in the location, the newest and most modern example of professional entertaining art. The immense variety of pictures, the weekly change of program makes life worth while, makes time pass with lightning speed, makes the cash register keep ringing in perfect harmony with the dimes dropped in Panoram's chute. And an endless stream of *new customers* pours into each Panoram location, bringing an immense volume of trade, making it possible for the establishment to cash in on the volume for the long future ahead. "It has picked up our business 20%, 30%, even 50% and more," comment hundreds of location owners.

Product of Mills Novelty Company

Programs Changed Once a Week

There are eight Soundies subjects on each reel and the reels are changed once a week giving a show that consists of eight different movies of three minutes each. Each subject plays once for one dime, starting and stopping automatically. Panoram is *entirely* automatic; its automatic projector automatically projects the Soundies on a

screen built into its own cabinet; no beam is thrown across the room, and in artificial light or even in daylight, the picture on the screen is distinctly visible and easy on the eye. Farsighted, nearsighted, or normal, no customer has any difficulty in seeing and enjoying every last detail in every picture. Soundies quickly become a habit!

**Choice
Still**



**Territory
Open**

Don't get the idea that because Panoram has been universally so popular that your territory is not available for you! Inquire at once to see. Though thousands of these machines are already on location, entertaining 15,000,000 people every week,

countless territories all over the U.S.A. are still waiting to be filled. There may be several open territories near you, offering big profits. Let us send you the facts on your territory by return mail. Absolutely no obligation on your part.

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE • CHICAGO, ILLINOIS

**15,000,000 PEOPLE SEE
SOUNDIES EVERY WEEK**

MUSIC

Rex Vending Makes First Army Camp Wired Music Installation

SAN FRANCISCO—"We're in the Army Now," joyously sang Fred Neumann and George Bennett of Rex Vending Co., as THE REVIEW correspondent walked in on them the other day. "I've Been Drafted", sang Fred in his tenor voice, to which George puffed out an accompanying basso.

"Say, what are you guys so happy about getting into the army for? Did you get colonel's commissions or something?" we interjected.

They went right on.

Finally, no longer able to restrain himself Neumann stopped. "That's right. We're in the army. We mean Rock-Ola is," he said.

And it was not until then that Neumann related something that at the moment was ready to become national news of a highly important character. The first wired music installations in a U. S. defense encampment had been placed and Rex Vending Co. got the order, with installations completed on October 10 at Ford Ord, some 125 miles south of San Francisco, near Monterey.

Neumann had just signed the contract with Captain Philip Crittenden, post exchange officer at the big encampment, in fact the largest army post in the country, housing 48,000 men.

There are 20 outlets in the camp's canteens and recreation rooms, served by two studios of 10 turntables each. The deal, the first of its kind in the country, called for the installation of Rock-Ola Mystic Music. The contract with the Army was consummated on authority of the Exchange Counsel at Ford Ord and the Signal Corps, Ninth Corps Area, also at Ford Ord.



Chuck Foster, playing in San Francisco, forsakes his band for a few minutes to drop in and congratulate Fred Neumann on the installation of Wired Music at Ford Ord, Calif.

In town for an engagement at a local hotel, Chuck Foster, whose band recorded "I've Been Drafted" and other hits on Okeh records, dropped in on Neumann and extended his congratulations. ♦



With Fall promotion of Wurlitzer Phonographs the big topic, Wilbur Bye, Wurlitzer Pacific Coast District Manager confers with Wolf Reiwitz of the Wolf Sales Co., Wurlitzer Denver Distributors and Ed Smith of the California-Simplex Distributing Co., Los Angeles and San Francisco Wurlitzer Distributors. Both outfits, according to Bye, are ringing up big sales for Victory Models and predict no let-up in the demand for these brilliant Wurlitzers.

Wolf Moves In Denver Expansion

DENVER — What might be termed a promise fulfilled or a dream realized takes place in Denver this month with the acquisition and removal of the Wolf Sales Co. to their new three-story quarters. The company, Wurlitzer distributor for Colorado, Wyoming, New Mexico, Arizona, Utah and Eastern Idaho, is a comparative new comer to Rocky Mountain coin machine circles and this latest expansion takes place a year and a month after the original Denver office was opened in October, 1940. An interesting sidelight to this opening was that for the first time Denver had a coin machine distributor who located on one of its main streets, whose merchandise was displayed for all to see; and the same idea will be followed in the new headquarters.

At its advent the Wolf organization in Denver numbered five persons, namely Wolf Reiwitz, the head of the concern, Al Roberts, the Denver manager, one stenographer, one serviceman and a porter. Today in addition to Messrs. Reiwitz and Roberts the organization has an office force of four, three salesmen, a stock clerk, a shipping clerk, two servicemen, a deliveryman, a utility man and a service instructor.

The new quarters of Wolf Sales include three stories and a basement in a building 125 by 30 feet. Completely departmentalized, separate quarters are provided for sales, service and office. The company also operates in San Francisco in general coin machine sales under managership of Chick Roberts. Sales have kept pace with the expansion and the Wolf Sales Co. is the leading Wurlitzer distributor in sales in the country and reports are that they have sold more merchandise in this territory than any other distributor in the past five years. The epitome of optimism is the outlook at the Wolf Sales Co. and with the record as it is that feeling is certainly justifiable. ♦

Morgenthau Loses On Bond Bet

DETROIT — Number one tune on the Motor City's automatic phonographs, Any Bonds Today, cost Henry Morgenthau, Secretary of the Treasury, more than a few nickels. Local 737, cooperating with the United Music Operators of Michigan, put the platter on number one—the most plugged button on the boxes. The idea contributed much to the sale of Defense Bonds in Michigan, and when Morgenthau arrived in Detroit, Frank Isbey, chairman of the Michigan Bond campaign, offered him a "C" note if he could find a box that didn't give Barry Wood's recording top billing. After spending a dollar's worth of his own nickels, the Secretary admitted defeat. The campaign was too much of a success. ♦

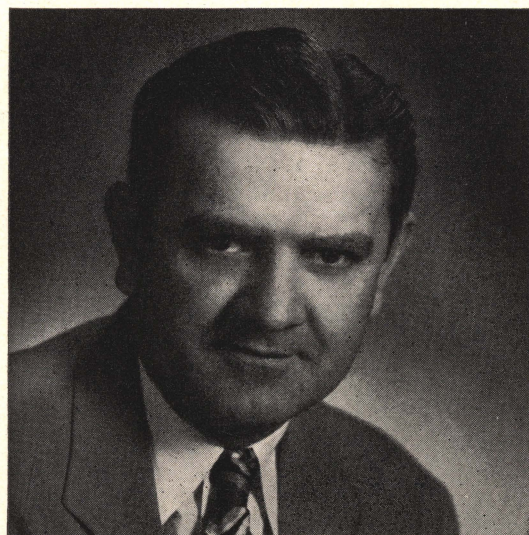
DECCA
All-Star Records

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO,
OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.

415 Brannan Street
Telephone: Garfield 6560
San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

Seeburg Distribs. Join Bond Drive

CHICAGO—Almost to a man the various J. P. Seeburg Corporation distributors throughout the United States have joined hands with the factory in the purchasing and sale of United States Defense Bonds.

Following the announcement of factory plans in October C. T. McKelvy, Director of Sales for Seeburg, was deluged with letters from Seeburg distributors in every part of the nation telling that their organizations

had purchased Defense Bonds and pledging full co-operation in the sale of Bonds to all music operators in the nation.

Typical of the replies received was this comment by P. Greenburg, of the Pittsburgh office of Atlas Novelty Co.: "It certainly makes one feel good to know that he is connected with an organization that is managed and controlled by public spirited and honest-to-goodness Americans that think enough of their country to take time out from their regular duties to lay out a program that will enable us to carry on our duties in our usual manner when the National Defense Program has been fully carried out."

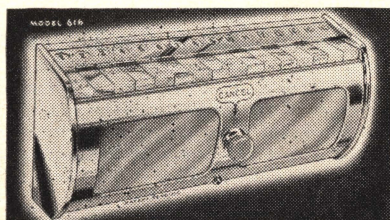
In addition all Seeburg distributors and operators have responded pledging full co-operation in placing Any Bonds Today in

the number one position on all their phonographs during Phonographs For Defense Week, November 9 to 15th. ♦

Wisler Gets Texas

HOLLYWOOD — Announcement was made here November 1st by W. E. Simmons, Western Regional Manager for Packard Manufacturing Corporation, to the effect that Ed Wisler, Packard District Manager for Arizona and New Mexico, has been assigned the El Paso, Texas, territory in addition to his present states. ♦

Bob Crosby - - - only on
D E C C A



We have a limited number of
**616 MODEL HEADS-UP
SELECTORS**

we are closing out. Write for
prices!

Alpha Distributing Co.

1025 N. Highland Ave.
Hollywood, Calif.



Ben Bernie, the Old Maestro, is shown selling Defense Bonds and Stamps to the office personnel of the J. P. Seeburg Corp. This particular session of the Automatic Music for Defense Drive to sell United States Defense Bonds and Stamps was held under the direction of Mr. Bruce Jager, comptroller.

Universal Thumbs Nose at Industry; Boycotting Picture Is Only Remedy

LOS ANGELES—Universal Studios, producers of the forthcoming motion picture "Fifty Million Nickels" starring Harriet Hilliard and Ken Murray and based upon automatic music operating, has listened to the Industry's protest to the use of the word "juke" and has tersely replied: "Nuts."

In the October issue of THE REVIEW we summarized the plot of the picture, published our letter of protest to the use of the word "juke" and asked Universal, for the sake of keeping the record straight, to refrain from referring to automatic phonographs as "jukes" in the filming of "Fifty Million Nickels." The Studio replied to THE REVIEW by sending out a publicity release, voicing our complaint, to newspapers and magazines throughout the United States, Canada and the Latin American Countries. Apparently the Studio thought it nice publicity fat for the grist mills of polluted journalism and treated it as such.

However, dozens of other Associations in this country took time out to complain to Universal and the following is typical of the answer sent all of them:

Automatic Music Merchants Association, Inc.
1182 Market St.,
San Francisco, California
Gentlemen:

Your letter of October 20, 1941, addressed to Mr. Jaik Rosenstein, has been handed to me for reply.

We regret very much that our proposed use of the title "Juke Box Jenny" disturbs the operators of music slot machines, but we feel that the wide use of the words "Juke Box" warrants our proceeding with our plans as contemplated.

We feel that the members of your association should take a more kindly and tolerant attitude toward the matter. After all, the appellation is not an invention of our own, but has been bestowed, fondly or otherwise, on your devices by the American public, who are customers of our two industries in common.

UNIVERSAL PICTURES COMPANY, INC.
By (Signed) EDWARD MUHL
Assistant Secretary.

To which Spencer replied:

Mr. Edward Muhl, Ass't Sec'y,
Universal Pictures, Inc.,
Universal City, Calif.
My dear Mr. Muhl:

I am in receipt of your letter of October 28th, and after reading it, I am a bit amazed that you feel the title "Juke Box Jenny" should disturb the operators of music slot machines, but for your information, a Phonograph is NOT called a slot machine.

I am also amazed that your Company feels that the wide use of the words "juke box" warrants proceeding with your contemplated picture.

IMPORTANT!

These coupons, backing up a formal protest, will be filed with the Motion Picture Producers Association in Hollywood and will be directed to the attention of Will Hays. Co-operate by filling in and returning the coupon NOW.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Regarding your last paragraph, the members of my association, and I speak only for my association, do not take a kindly and tolerant attitude towards the title "Juke Box". Their large investment for each phonograph automatically places them in the same category as any legitimate business requiring considerable capital, and when slang is incorporated in the conduct of their business, they quite naturally resent it.

I can assure you that your attitude in this matter, from my own experience, is hardly what I would condone as co-operative. And I should also like to say that in regard to any songs published in that picture, I feel it will be my duty to take the same attitude towards them as you have taken regarding the feelings of the members of this Association.

Yours very truly,

AUTOMATIC MUSIC MERCHANTS
ASSOCIATION, INC.

R. SPENCER, Sec'y-Manager.

All of which proves conclusively that Universal Studios, long bankrupt, will stop at nothing to gain a few paltry pennies for the starved stockholders beating at the doors of incompetent executives in Universal City.

The Coin Machine Industry must not meet this ignorant rebuff with a smile. Concerted action must result and here and now we are asking the phonograph operators of America to refrain from any tie-ups whatsoever with theaters presenting this Universal flookie; to refrain from purchasing ANY and ALL records of Ozzie Nelson and his movie-crazy wife, Harriet Hilliard, who certainly didn't have the best interests of your business at heart or she would not have starred in a picture that puts music operators down as gutter-merchants; to boycott and refrain from the use of any and all recordings of the tunes embodied in this production, namely: Give Out, Swing It, Mother Goose, and Macumba.

Other coin machine record artists participating in this farce are Wingy Manone and his Orchestra, and the Kings Men. They should be dealt with in the same fashion.

Fill in the coupon below and return at once so we may organize the greatest rebuff any movie producer has ever been faced with, and thus stop the slandering of our industry in future movies.

THE REVIEW,
1115 Venice Boulevard,
Los Angeles, California.

I'm in accord with your program regarding "Fifty Million Nickels". I hereby agree to not use at any time in the future the three numbers which are part of the score of this picture; to refrain from using Ozzie Nelson and Wingy Manone records and to never place a disc featuring Ken Murray on the phonographs I operate.

SIGNED.....

Address.....

City.....

State.....

COIN
MACHINE
REVIEW

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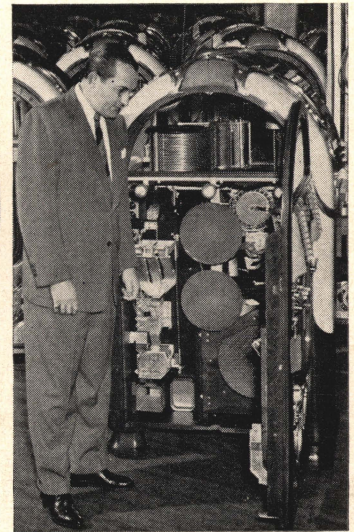
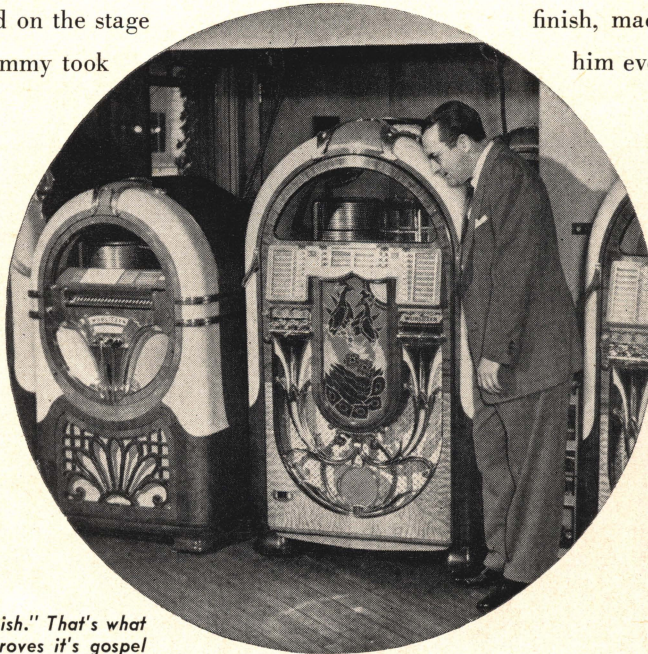
FOR
NOVEMBER
1941

TOMMY DORSEY TOURS WURLITZER PLANT

The guest register at Wurlitzer's North Tonawanda plant recorded another distinguished visitor when that master of maestros, Tommy Dorsey, recently toured the factory. Playing with his band on the stage of Shea's Buffalo Theater, Tommy took

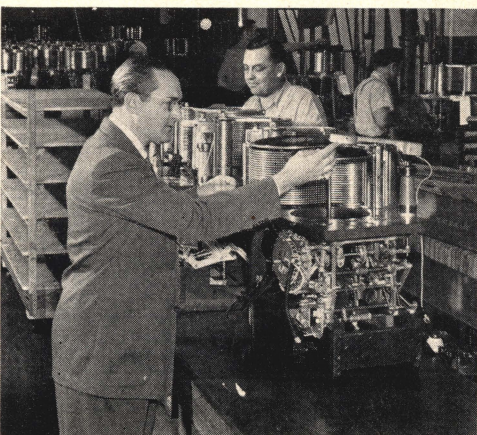
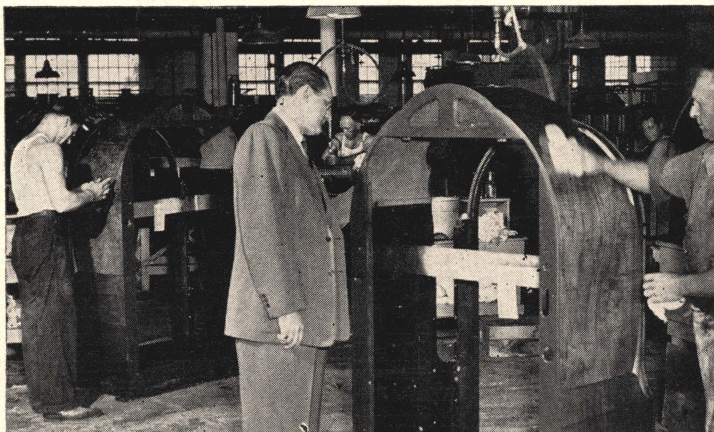
a morning off to visit North Tonawanda. What he saw, what he heard, what he did is briefly pictured here. What he said, after watching Wurlitzers from start to finish, made factory officials who escorted him even prouder of plant and product.

In Wurlitzer's sound-proof Tone Control Room, Tommy hears himself and his band reproduced with living realism as every Wurlitzer phonograph is submitted to searching tone tests on its way to final inspection.

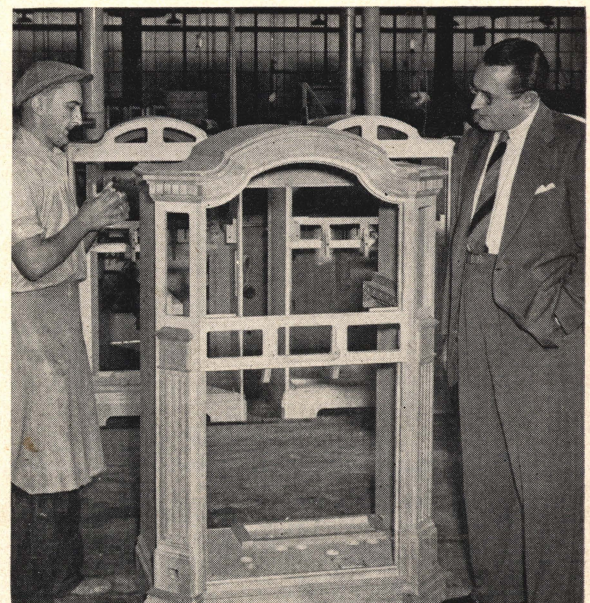


Hand-rubbed to a lustrous "piano finish." That's what the Wurlitzer ads say and Tommy proves it's gospel by witnessing plenty of elbow grease applied to cabinet after cabinet on its way through the finishing department.

Final inspection finds Tommy Dorsey deeply impressed that Wurlitzer "builds 'em right." Here at the end of the production line every Wurlitzer stands on trial while a battery of critical experts check it from stem to stern before it's finally sped on its way to some waiting Wurlitzer Music Merchant.



Tommy Dorsey witnesses Wurlitzer's famous Run-In Test where record-changers "get the business" for hours on end, proving conclusively before they go into a phonograph cabinet that they measure up to Wurlitzer's high standards.



The Sentimental Gentleman of Swing gets the lowdown on Wurlitzer cabinet construction, learns they're "built like a Rolls Royce" by master wood craftsmen.

COIN
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YOUR SECOND LINE OF DEFENSE

THE KIND OF QUICK, ACCURATE
SERVICE WE RENDER



*Your first line of defense—new Victory
Model Wurlitzers in all your best spots.*

*Your second line of defense—California
Simplex Service — fast, accurate, intelli-
gent, economical that keeps those phono-
graphs always playing at their best.*

Combine the two and you have impreg-
nable protection against competition—a
plan of operation that assures consistent,
high profits for you.

CALIFORNIA SIMPLEX DISTRIBUTING COMPANY

Exclusive WURLITZER Distributors

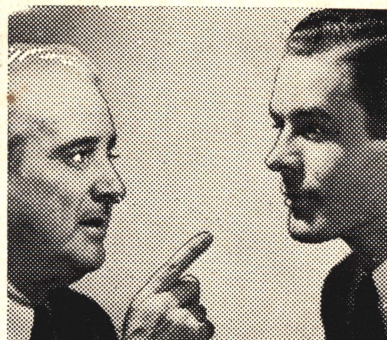
San Francisco
415 Brannan St.

Los Angeles
1348 Venice Blvd.

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"Take A Tip, Lad"

I've been around this man's town. I've dealt with them all and I'm putting you right on this . . . the musician's headquarters in Los Angeles and San Francisco is the General Music Company. Regardless of your wants or needs, General can supply them . . . not later, but RIGHT NOW, and the prices and terms can't be bettered anywhere else. Then, too, General can supply you with

Buckley Wall Box MUSIC SYSTEMS

"With Buckley You
Can't Go Wrong!"

ON HAND AT ALL TIMES—

The Service Departments in both our offices are staffed by skilled factory trained remote control technicians. These efficient engineers are ready to supply you with every type of music service.

**MAKE USE OF OUR
SERVICE DEPARTMENT**
THE LARGEST STOCK OF RE-
CONDITIONED PHONOGRAPHS
IN THE STATE!

GENERAL MUSIC CO.
2277 W. PICO BOULEVARD
LOS ANGELES

1157 POST STREET
SAN FRANCISCO

Ascap Back On Air

NEW YORK—The CBS and NBC vs. ASCAP feuding is finally ended. All ASCAP controlled music is now back on all three major networks, as MBS signed last May. The New York headquarters of both networks agreed to ASCAP'S revised terms several months ago, but it was the affiliated stations throughout the country who held out until after lengthy negotiations were undertaken in order to end the war to everyone's satisfaction—for the next ten years.

It was proven, however, that the networks and the public can get along without ASCAP music, but the agreement will remove cause for bandleader's headaches due to the clearance difficulties.

BMI will continue to function as it has adequately proven itself as an alternate competitive source of music. This will mean composers and the listening public will benefit from the greater selection offered by both sources. ♦

◀ Brennan Half Year With General Music

SAN FRANCISCO—Six months ago—on May 1, to be exact—Ernie Brennan stepped off a plane at the San Francisco airport to take over the management of Bud Parr's Northern branch of the General Music Co., at 1157 Post Street.

In this short span of time, Ernie now numbers his friends around the Bay Region by the hundreds, and it's only because of one thing: Ernie has a sound and practical knowledge of the coin machine business, having spent virtually all of his business life in the industry, and consequently he has been able to render a genuine service to operators throughout Northern California.

As most of us know, Ernie began his career as a bookkeeper with the Rowe Man-

ufacturing Co., when they started making cigarette vending machines, some 15 years ago. Ernie is the type of executive who always has the door of his office wide open and is always happy to sit down with operators to discuss their individual problems with a view toward solving them.

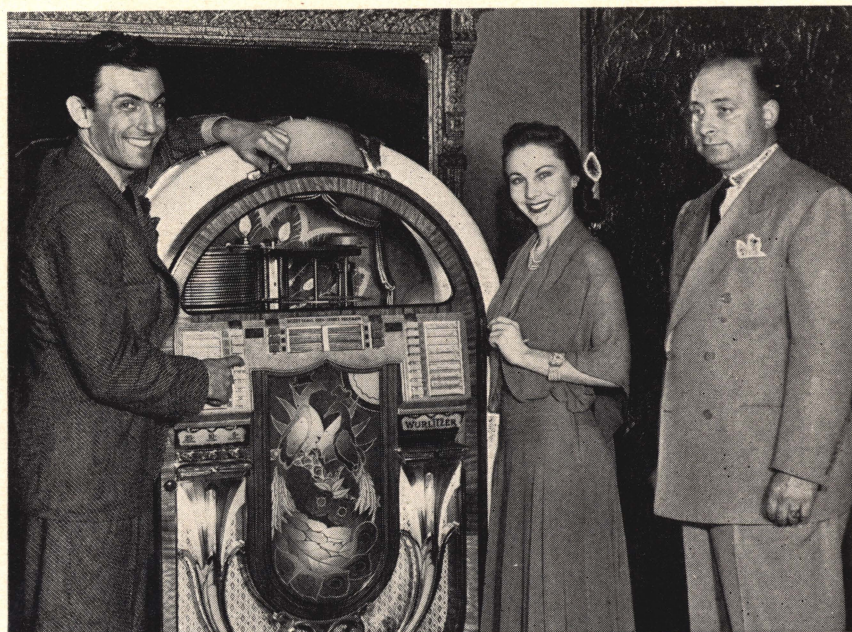
Since Brennan took over Bud Parr's Northern operation, sales of Buckley Music Systems have more than doubled. The concern maintains one of the finest and best equipped Service Departments in Northern California, for the repair and maintenance of all types of coin operated music equipment. Also, they carry one of the largest stocks of used phonographs, in virtually every make and model, and are equipped to offer the operator a comprehensive time payment plan on both new and used equipment. One feature of the General Music Co. service which has won wide acclaim among operators is the toll-free service for out-of-town operators, who may place their orders through a collect telephone call and shipment is made the same day, thus assuring fast service in making emergency repairs and replacements.

The Service Department is staffed with a group of skilled sound technicians who are always ready to give individual technical and installation advice to customers.

In the pages of THE COIN MACHINE REVIEW this month, William Corcoran has sponsored an advertising message for Ernie Brennan, which deserves a reading by all California operators. ♦

AMP Discs Are License Free

NEW YORK—The "All Clear" has been sounded on AMP copyrights. The impression apparently held by some operators that the locations are not "licensed" to perform them is erroneous. AMP is one of the four copyright organizations serving radio and makes no charge for the use of its music in restaurants and taverns. ♦



Accompanied by his vocal star, June Robbins and Gordon B. Sutton, Sales Manager of the Guarantee Distributing Co., Wurlitzer Distributors of Indianapolis, Eddy Duchin, peerless pianist and popular band leader plays a Wurlitzer Victory Model 850 in the lobby of the Lyric Theater, Indianapolis. Says Duchin, "My band and I are 100 per cent sold on Wurlitzer reproduction."

Your Headquarters for Service & Satisfaction:

GENERAL MUSIC CO.

Distributor of Buckley Music Systems

1157 Post Street, San Francisco, California

A Personal Message from Ernie Brennan

I should like to extend my sincere appreciation to Northern California operators for the unusually large volume of business they have given us during the past six months. Both Bud Parr and I have been extremely gratified by the confidence you have placed in us since we first opened the San Francisco headquarters last May. Since that time our sales of Buckley Music Systems have more than doubled!

To those operators who have not yet visited us, I should appreciate your inspection of the complete facilities we offer in sales, service and financing of music equipment.

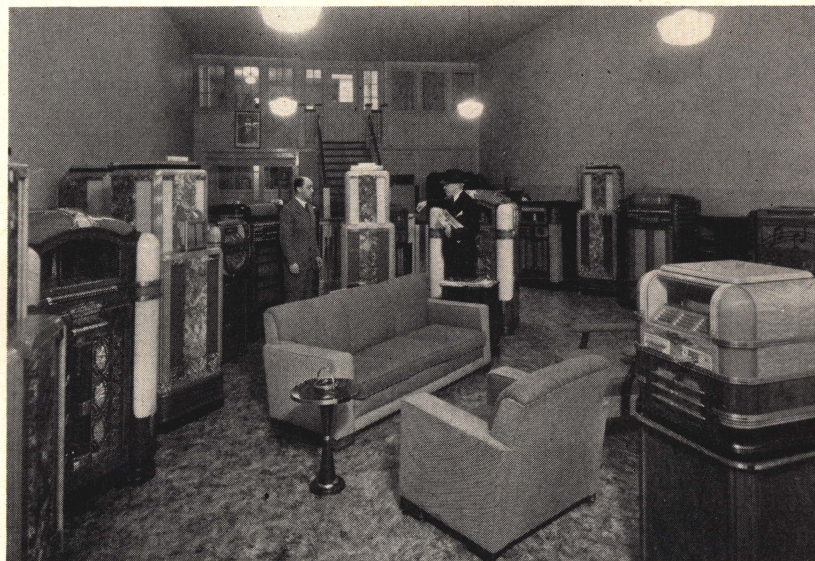
Here are just a few highlights:

- We carry one of the largest stocks of Buckley Wall and Counter Boxes, Parts and Accessories, on the Pacific Coast. Immediate delivery.
- Our stock of used Phonographs — all makes and models — is the most complete in Northern California. Also, a full line of hanging speaker cabinets, in various types and cabinet designs, is available.
- We maintain the finest and the largest, best-equipped Service Department in Northern California, staffed with expert technicians, to repair and service all types of music equipment.
- For the convenience of out-of-town music men, we offer a toll-free telephone order service. Simply call GRaystone 7878 — your shipment will go out the same day.
- A special mimeograph service is available for the revision of record title insert slips.

We cordially invite you to take advantage of these complete services in the San Francisco headquarters of the General Music Co.

NEW BUCKLEY TONE TOWER

Smartest column speaker on the market, reflecting the best in modern design. Marbleized finish—rich, colorful "eye-appeal" illumination. Unequaled tone quality, developed by one of the country's leading sound technicians. Moderately priced.



The modern display room of the General Music Co., San Francisco Buckley Music System distributor, at 1157 Post St. An unusually complete stock of used phonographs is also carried, embracing many makes and models. Among those pictured above are Wurlitzer 800, 61, 71, 700, 412 and 50. In the center of the photograph stands one of the popular new Buckley Tone Tower Speakers.

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This Advertisement Sponsored by

WILLIAM CORCORAN

Pacific Coast District Sales Manager for Buckley Music System

1157 Post St., San Francisco

Graystone 7878

METRO MUSIC COMPANY, 280 Golden Gate Ave., San Francisco
BAER MUSIC COMPANY, 850 East Fourteenth St., Oakland, Calif.
AUBREY V. STEMLER, 807 S. W. Sixteenth Ave., Portland, Ore.
W. BILL PARADISE, CREST NOVELTY CO.,
243-45 W. Trent Ave., Spokane, Wash.

SIBYL STARK, 106 Elliott Ave., West, Seattle, Wash.
JOE H. BAKER, 154 N. First St., Fresno, Calif.
D. B. SCOTTO, 919 Tenth St., Sacramento, Calif.
CHARLES A. ROBINSON, 1911 West Pico Blvd., Los Angeles
GENERAL MUSIC CO., 2277 West Pico Blvd., Los Angeles
1157 Post St., San Francisco

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Packard PLA-MOR Distributors are Headquarters for—

● Wall boxes, speakers, bar brackets, adapters
for practically all types of phonographs including
Mills, Wurlitzer, Seeburg, and Rock-Ola.

SEE YOUR PACKARD DISTRIBUTOR TODAY



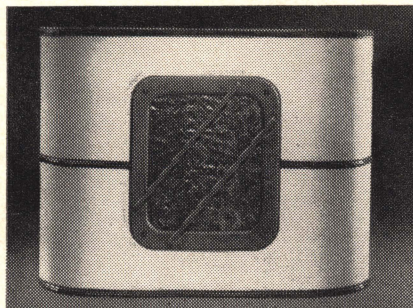
PACKARD MANUFACTURING
CORPORATION
INDIANAPOLIS, INDIANA
Homer E. Capehart, President

Permo Spurns Free Ad Offer

CHICAGO — The Industry needs more loyal supporters such as the Permo Products Corporation. Recently the firm was approached and asked to assist in supplying cuts for ads to be run without cost to them in a publication which for the past

two years has advocated location ownership and advertised phonographs for sale to location owners.

"We refused the offer of such advertising, even though it was to be run without cost to us," stated E. C. Steffens, Permo Vice-President. "Permo has never been guilty of supporting a movement that is unquestionably detrimental to the phonograph operators."



LEATHERETTE SPEAKER CABINET

Be the first in your territory to install this beautiful new leatherette Speaker Cabinet. Looks for all the world like rich top-grained leather. The leatherette is weatherproof, will not fade and is washable. Available in choice of colors such as red, blue, cream, etc., to match any interior color scheme. Designed to give perfect reproduction of tone. May be had in special style for corner installation or straight wall type. Each . . . \$10.50

We manufacture remote control cabinets to house Seeburg, Wurlitzer or Rock-Ola mechanisms. Cabinets, complete with lock, \$25.00. Write today. 1/3 Deposit with order, balance C.O.D.

ORIOLE MUSIC CO.
438 Puritan Ave. Detroit, Mich.



Mr. and Mrs. Ed Perry, of Interstate Novelty Co., recently called on Mrs. Foote, owner of Top Hat Restaurants, to show Clayton Ballard, Packard district manager, the outstanding Packard Pla-Mor installation of twenty-three boxes, whose color scheme matches the Top Hat Restaurants.

Minthorne Gets Birthday Greeting?

LOS ANGELES—One of the saddest, woe-begone youngsters in the city of Los Angeles was a Western Union boy sitting on the bench at Jean Minthorne's on November 5th.

Why? It all started back a long, long time ago when Minthorne was born on November 5th. Since then Western Union has been doing a lot of things besides transmitting messages to keep the wolf away from the door and one of the ideas they concocted was to chirp "Happy Birthday" songs to those having birthdays provided someone would pay the modest rates they had established.

The gang at Minthorne's chipped in and decided to greet the boss with a singing greeting when he arrived on the 5th. The Western Union boy arrived to deliver the musical message at 11:30 a.m. and took a seat when he found Minthorne hadn't arrived at the office. At 3:30 THE REVIEW reporter browsed into the place and spied the WU boy, still waiting for Minthorne and silently cussing the brilliant ideas the big moguls at the head office concocted for little boys to carry out.

When the message was finally delivered was still a mystery as this issue went to press. ♦

Blackwell Goes Packard

HOLLYWOOD—H. R. Smith, Packard District Manager for the Rocky Mountain area, recently secured a Distributor's contract from J. P. Blackwell, Western Music Co., of Denver, Colorado. Western Music covers the states of Colorado, Utah, Wyoming and Idaho for Pla-Mor products. ♦

The Casa Loma - - only on
D E C C A

Jean Minthorne Says:

Come In and See These Sensational

3 Remote Control
Combination Deals

DEAL No. 3
PHONOGRAPH COMBINATION
Model 1802 Spectravox
Tone Column
Model 1412 Playmaster in
Walnut Cabinet
NO INCREASE IN PRICES
WHILE PRESENT STOCK LASTS

DEAL NO. 1

1 No. 1412 Playmaster in Walnut Cabinet.
Metal Cabinet if Desired.

1 No. 1806 Organ Tone Column.

1 No. 1504 Dial-A-Tune Bar Box. New Type.

COMBINATION
TIME PRICE . . . \$262⁵⁰

Combination Cash Price . . . \$236.25
Offer Expires Dec. 1, 1941

DEAL NO. 2

1 No. 1412 Playmaster in Walnut New Type
Cabinet

1 No. 1807 Moderne Tone Column

1 No. 1504 Dial-A-Tune Bar Box

COMBINATION
TIME PRICE . . . \$267⁵⁰

Combination Cash Price . . . \$240.75
Offer Expires Dec. 1, 1941

F.O.B. CHICAGO Plus Calif.
Sales Tax

Rock-Ola Spectravox Tone Column For Wired Music

Delivering Now!
ROCK-OLA'S
NEW MYSTIC
MUSIC LOCK-
OUT WALL
BOX FOR
WIRED MUSIC



Delivering
ROCK-OLA'S
MYSTIC MUSIC
CENTRAL
STATIONS
(Talk Over
Music)

MR. AND MRS. JEAN MINTHORNE
admiring the new Spectravox Tone Column for
wired music which is proving so popular with
operators, locations and the public. Minthorne
is now delivering over 100 of these units.

Prices Reasonable and Liberal Terms

JEAN J. MINTHORNE

2920 West Pico Blvd.

Parkway 1179

Los Angeles, Calif.

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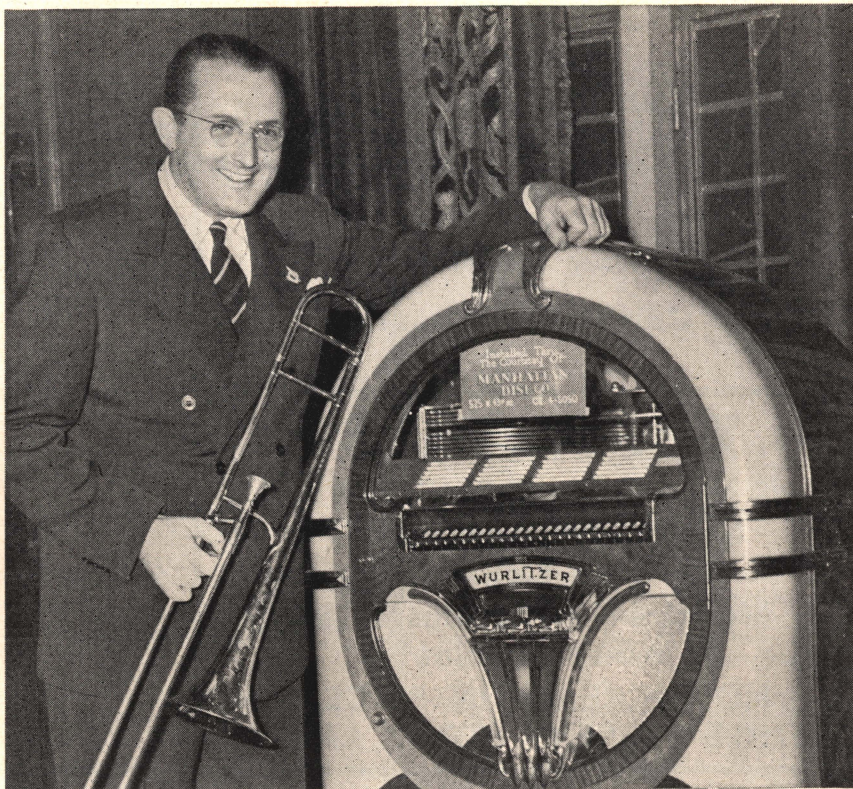
Bill Simmons Says:

Approximately 50,000 Packard PLAMORS in 9 months actual production is something to be proud and thankful for. See your Packard PLAMOR distributor today.

W. E. SIMMONS

Packard Western Regional Manager

1025 N. Highland Ave.
Hollywood, Calif.



While playing at the Paramount Theater, New York, Tommy Dorsey took time to hear a Wurlitzer Victory Model 750 installed in the lobby play his latest record, "Pale Moon." A Victor Record No. 27591 with vocal by Frank Sinatra, Dorsey was delighted at the realism with which the recording was reproduced.

Standard Records Open New Revenue Field

NEW YORK—There definitely is something new and different under the sun—and fortunately, it's in the record field.

Thanks to the foresight and intelligence of Tetos Demetriades, mentor of the Standard Phono Co., coin machine operators now have a new source of revenue open to them. Heretofore, the records used in machines could be classified into more or less, two definite groups. In one group we find the popular type of recording of the big-name bands, radio singers, trios, etc., who recorded the hit ballads, fox-trots and novelties of the day. In the other group we find the direct opposite or extreme of the popular "names" and tunes, or the foreign-international records which find favor in only certain territories. The first group has, perhaps, the greatest mass appeal, while the second group has quite a limited following in comparison, appealing almost entirely only to the foreign-speaking sectors of the

country.

In between these two classifications is a vast expansion of untouched revenue—that of the "standard" type of song done in American fashion with an International flavor.

The recordings done on the new Standard label have attempted to satisfy those who have not been paid too much attention in the past. Tunes used on Standard are either brand new and especially written for Standard, or else are extremely old, popular waltzes, polkas, rumbas, etc. The new tunes used on Standard recordings have the advantage over the popular "Hit Parade" type of number in that they won't be "killed" by excessive radio plugging within a few months after its release. These numbers have great mass appeal and will be as popular two and three years after the day they are released as the day when they were originally recorded. The themes for these numbers are usually based on international favorites but are written in a definite American style but still maintain the international flavor. The type of arrangements and combinations used in the recording of these

Minthorne Bags 4 Carloads of Equipment

LOS ANGELES—Jean J. Minthorne, Rock-Ola factory distributor, returned to Los Angeles in mid-October from a factory visit in Chicago and in the three weeks following four carloads of equipment arrived at the Minthorne establishment.

Jean literally cleaned out the Rock-Ola factory. While there he purchased more than \$50,000 worth of equipment for which he paid spot cash. Included in the purchase was a wide variety of remote control units.

Operators were quick to sense the fact that Minthorne had the goods to deliver and since his return home the place has resembled Macy's on a bargain sale event. ♦

numbers carry out this American-International idea. The other type of tune used by Standard—the established all-time favorites—have already proven to everyone that they will continue as favorites forever, so that there is absolutely no gamble taken in recording such numbers and placing them in the coin machines. ♦

Operators
Notice

AUTO LOAN PURCHASE MONEY

3½%

SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St.

Michigan 0961

Los Angeles, Calif.

We're In the Army Now!

ROCK-OLA LEADS WITH FLYING COLORS

MYSTIC MUSIC INDUCTED IN THE ARMY

The First Wired Music Installation In An Army Camp in the United States



When You Buy Wired Music Buy ROCK-OLA MYSTIC MUSIC from
FRED NEUMANN

**WHAT'S GOOD ENOUGH TO BE APPROVED BY THE ARMY IS
GOOD ENOUGH FOR YOU!**

REX VENDING IS THE ONLY ROCK-OLA DISTRIBUTOR IN NORTH-
ERN CALIFORNIA WHO MET ALL STRINGENT ARMY TESTS WITH
ROCK-OLA MYSTIC MUSIC TONE COLUMNS. LET US DO THE SAME
FOR YOU.

REX VENDING COMPANY

FRED S. NEUMANN

725 Larkin Street

San Francisco, Calif.

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1941

RECORDS

KEY TO RATING

- 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

- 2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 11333 Herman Chittison
 FLAMINGO (Piano)
 THE MAN I LOVE (Piano)
 2½★ 11332 Bob Chester
 WAIT TILL THE SUN SHINES NELLIE (FT VC)
 I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (FT VC)
 3★ 11331 Alvino Rey
 IT ISN'T A DREAM ANY MORE (FT VC)
 IDAHO (FT VC)
 2½★ 11330 Una Mae Carlisle
 MY WISH (Vocadance)
 MOONLIGHT MASQUERADE (Vocadance)
 3★ 11329 Earl Hines
 WATER BOY (FT VC)
 WINDY CITY JIVE (FT)
 3½★ 11328 Freddy Martin
 SYMPHONY MODERNE (W)
 ANNIVERSARY WALTZ (W)
 2½★ 11325 Shep Fields
 WHO CAN I TURN TO? (FT VC)
 AUTUMN NOCTURNE (FT)
 3½★ 11323 Mitchell Ayres
 THE NADOCKY (FT VC)
 EVERY TIME (FT VC)
 4★ 11322 Dinah Shore
 MISS YOU (V)
 IS IT TABOO? (VOCADANCE)
 2½★ 11321 Charlie Barnet
 YOU WERE THERE (FT VC)
 MOTHER FUZZY (FT)
 3★ 11320 Teddy Powell
 HONEY (FT VC)
 I USED TO LOVE YOU (FT VC)
 3½★ 11319 Alvino Rey
 WHO CALLS? (FT VC)
 ON THE ALAMO (FT)
 2½★ 11318 Larry Clinton
 YOUR WORDS AND MY MUSIC (FT VC)
 YOU'LL NEVER KNOW (FT VC)
 4★ 11317 The Four King Sisters
 B-I-BI (V)
 MINKA (V)
 2½★ 11316 Bob Chester
 JOLTIN' JOE DI MAGGIO (FT VC)
 THIS LOVE OF MINE (FT VC)

- 3★ 11315 Glenn Miller
 THIS TIME THE DREAM'S ON ME (FT VC)
 SAYS WHO? SAYS YOU, SAYS I (FT VC)
 2½★ 8818 Elton Britt
 ROCKY MOUNTAIN LULLABY (V)
 EVERYBODY HAS THE RIGHT TO BE SCREWY (V)
 2★ 11314 "Doc" Wheeler
 HOW 'BOUT THAT MESS (FT)
 FOO-GEE (FT VC)
 3★ 11313 Bob Chester
 THE MAGIC OF MAGNOLIAS (FT VC)
 FROM MAINE TO CALIFORNIA (FT)
 3★ 11312 Shep Fields
 YOU'RE DRIVING ME CRAZY (FT)
 BLUE PRELUDE (FT)
 3½★ 11311 Freddy Martin
 IS IT TABOO? (Beguine—VC)
 HAVE YOU CHANGED? (FT VC)
 2½★ 11310 Vaughn Monroe
 I GOT IT BAD AND THAT AIN'T GOOD (FT VC)
 HARVARD SQUARE (FT)
 4★ 11309 Dick Todd
 IT'S YOUR WORRY NOW (V)
 SWEETHEARTS OR STRANGERS (V)
 3½★ 11308 Earl Hines
 IT HAD TO BE YOU (FT VC)
 YELLOW FIRE (FT)
 3½★ 11307 Tony Pastor
 THE BELLS OF SAN RAQUEL (FT VC)
 A PRETTY CO-ED HAS GONE TO MY HEAD (FT VC)

COLUMBIA

- 3★ 36413 Claude Thornhill
 BABY MINE (FT VC)
 MISS YOU (FT VC)

Andrews Sisters - - only on
D E C C A

- 3½★ 36412 Harry James
 YOU'VE CHANGED (FT VC)
 NOBODY KNOWS THE TROUBLE I'VE SEEN (FT)
 3★ 36411 Benny Goodman
 I'M HERE (FT)
 CAPRICE XXIV PAGANINI (FT)
 3½★ 36409 Eddy Howard
 I GOT IT BAD AND THAT AIN'T GOOD (FT VC)
 YOU'RE A NATURAL (FT VC)
 3★ 36404 Xavier Cugat
 A WEEK-END IN HAVANA (RHUMBA VC)
 TROPICAL MAGIC (BEGUINE VC)
 3½★ 36403 Horace Heidt
 LET'S WALTZ AS WE SAY GOODNIGHT (WALTZ VC)
 DON'T JUST STAND THERE (FT VC)
 3½★ 36402 Ray Noble
 BELIEVE ME, IF ALL THOSE ENDEARING YOUNG CHARMS (FT VC)
 A GRECIAN MELODY (FT)
 3★ 36401 Will Bradley
 STOP! AND ASK SOMEBODY (FT VC)
 APRIL IN PARIS (FT)
 2½★ 36400 Eddy Duchin
 BRAZIL (SAMBA VC)
 CARINHOSO (SAMBRA)
 3½★ 36399 Harry James
 NOTHIN' (FT)
 RECORD SESSION (FT)
 3★ 36392 Xavier Cugat
 TO YOUR HEART'S CONTENT (Bolero-Rumba—VC)
 TIME WAS (Bolero VC)
 3½★ 36391 Claude Thornhill
 MOONLIGHT MASQUERADE (FT VC)
 ORANGE BLOSSOM LANE (FT VC)

DECCA

- 3★ 4008 Andrews Sisters
 ELMER'S TUNE (V)
 HONEY (V)
 2★ 4009 Bob Crosby
 TWO IN LOVE (FT VC)
 A SINNER KISSED AN ANGEL (FT VC)
 2★ 4016 Woody Herman
 MY FOOLISH HEART AND I (FT VC)
 I'D LOVE YOU AGAIN (FT VC)

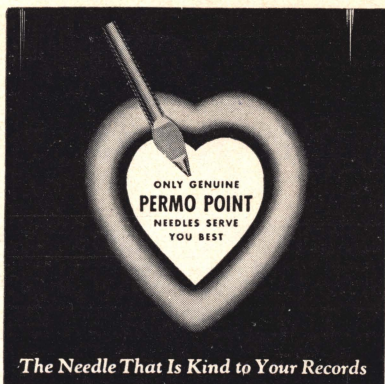
Turn to Page 52

COIN
 MACHINE
 REVIEW

50

FOR
 NOVEMBER
 1941

Priceless!



Almost as priceless * as Radium! are the precious platinum alloys used to tip the long life Permo Point needles. 12 years of constant research in one of America's finest metallurgical laboratories have developed Permo Point needles to the highest standard of perfection. Permo is the only needle ever used by all manufacturers of coin operated phonograph as standard equipment.

2000 PERFECT PLAYS
PERMO PRODUCTS CORP.

6415 Ravenswood Ave., Chicago, Ill.
 THE WORLD'S OLDEST AND LARGEST MANUFACTURER OF LONG LIFE PHONOGRAPH NEEDLES; TWELVE YEARS OF UNINTERRUPTED LEADERSHIP

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
 620 Memorial Dr., Cambridge

MILWAUKEE, WIS.

Taylor Electric Co.
 112 North Broadway

NEWARK, N. J.

Krich-Radisco, Inc.
 422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
 460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
 32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
 1519 "L" St., N.W.
 202 S. Pulaski St., Baltimore, Md.

It Pays to Use
**VICTOR and
 BLUEBIRD
 RECORDS**



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

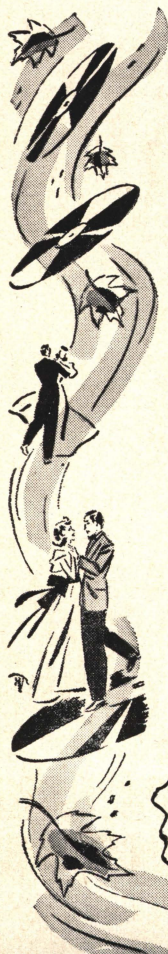
Holiday Special



A Feast of Nickel-Nabbing Hits
Served Up on

VICTOR and BLUEBIRD Records

Get 'em on your coin machine—and get in on the gravy!



THANKSGIVING... and the school crowd home, feeling flush, feeling excited, feeling in the mood to *dance*! Greet them with the musical fare they're hungry to hear—Tommy Dorsey, Glenn Miller, Sammy Kaye, Freddy Martin and the other top bandsmen who play the nation's latest, high-rate tunes on Victor and Bluebird Records. There's plenty of loose change in the pockets of these holiday spenders, and you're the "turkey" to gobble it up if you've got their numbers in your coin machine. They like the big-name bands—and the big-name bands are on Victor and Bluebird Records.



For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list... in Canada, contact RCA Victor Company, Ltd., Montreal. A Service of the Radio Corporation of America.

Coin-Catcher of the Month

SAMMY KAYE'S "MODERN DESIGN"
27610

Walter Winchell says
in his column, "On Broadway"

New Yorkers Are Talking About
... Sammy Kaye's take-off platter on the
ciggie routine (modern design, woo-woooo!)
that threatens to outsell "Daddy."



Current Hits

VICTOR RECORDS

- 27666—Honeybunch • This Is No Laughing Matter
Swing and Sway with Sammy Kaye
- 27578—Swingin' on Nothin' • On the Alamo
Tommy Dorsey
- 27641—Is It Taboo? • Beyond the Blue Horizon
Artie Shaw
- 27640—A Week-End in Havana—Rumba
The Nango—Rumba Enric Madriguera
- 27618—Tonight We Love (Based on Tchaikowsky's
"Concerto in B Flat Minor")
I Wish I Had a Sweetheart Joe Reichman
- 27643—Who Calls? • 'Tis Autumn
Jan Savitt and his Top Hatters

BLUEBIRD RECORDS

- B-11344—The Shrine of Saint Cecilia • 'Fraidy Cat
Vaughn Monroe
- B-11337—Watch the Birdie • When I Grow Too Old To
Dream *Sonny Dunham*
- B-11338—When Your Old Wedding Ring Was New
Sweethearts or Strangers *Teddy Powell*
- B-11326—Dear Arabella • Orange Blossom Lane
Glenn Miller
- B-11328—Symphonie Moderne • The Anniversary
Waltz *Freddy Martin*
- B-11339—There's a Small Hotel—Vocadance
Temporarily Mine—Vocadance *Joan Merrill*

★ The song that should be on every coin machine
in the country—"Any Bonds Today?"—your
theme song for National Defense—a Victor
Record by Barry Wood . . . No. 27478 ★

More plays
per day with

VICTOR and BLUEBIRD RECORDS

A Service of the
Radio Corporation
of America

RCA Manufacturing Company, Inc., Camden, New Jersey

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

**Jimmy Dorsey - - - only on
D E C C A**

- 2★ 4043 Freddie Slack
Boogie Woogie On KITTEN ON THE KEYS
(FT VC)
THAT PLACE DOWN THE ROAD A PIECE
(FT VC)
- 2★ 5991 Jimmy Wakely
AFTER TOMORROW (OT V)
GONE AND LEFT ME BLUE (OT V)
- 2½★ 5989 Jimmie Davis
PAY ME NO MIND (V)
I'M KNOCKING AT YOUR DOOR AGAIN
(V)
- 3★ 4038 Stanley Kenton
ADIOS (FT)
TABOO (FT)
- 3★ 4037 Stanley Kenton
THIS LOVE OF MINE (FT VC)
THE NANGO (FT)
- 3½★ 4034 Jimmy Dorsey
TROPICAL MAGIC (FT VC)
IT HAPPENED IN HAWAII (FT VC)
- 4★ 4033 Bing Crosby
DAY DREAMING (V)
CLEMENTINE (V)
- 3★ 4030 Woody Herman
THIS TIME THE DREAM'S ON ME (FT VC)
BLUES IN THE NIGHT (FT VC)
- 3★ 4029 Martha Tilton
THE WEDDING CAKE-WALK (V)
IF I COULD BE WHERE I WANNA BE (V)
- 3½★ 4028 Bob Crosby
A GAY RANCHERO (FT VC)
SOMETHING NEW (NEGRA SOY FT VC)
- 3★ 4027 Bob Crosby
FROM ONE LOVE TO ANOTHER (FT VC)
I'M TRUSTING IN YOU (FT VC)
- 3★ 4007 Ella Fitzgerald
THIS LOVE OF MINE (V)
JIM (V)
- 2½★ 5984 Buddy Jones
HONEY, DON'T TURN ME DOWN (V)
WHAT IS LIFE LIVED ALONE (V)
- 3★ 4024 Woody Herman
MISIRLOU (FT VC)
BY-U BY-O (FT VC)



LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "HIT PARADE"

- | | |
|--|---|
| VICTOR | BLUEBIRD |
| 27586—I Don't Want
to Set the
World on Fire
Skeeter Jhonson | 11275—I Don't Want
to Set the
World on Fire
Mitchell Ayres |
| 27618—Tonight We
Love
Joe Reichman | 11291—I Don't Want
to Set the
World on Fire
Dick Todd |
| 27614—Tonight We
Love
Enric Madriguera | 11320—Tonight We
Love
Freddie Martin |
| 27580—Jim
Art Jarrett | 11204—Jim
Dinah Shore |

**LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street**

- 4★ 4021 Guy Lombardo
B-I-BY (FT VC)
YOU'RE DRIVING ME CRAZY (FT VC)
- 3½★ 4020 Frances Langford
SMILIN' THRU (V)
A LITTLE LOVE, A LITTLE KISS (V)
- 4★ 4019 Andrews Sisters
JEALOUS (V)
RANCHO PILLOW (V)
- OKEH**
- 3★ 6440 Count Basie
TAKE ME BACK, BABY (FT VC)
FIESTA IN BLUE (FT)
- 3★ 6439 Dick Jurgens
A SINNER KISSED AN ANGEL (FT VC)
MAKE LOVE TO ME (FT VC)
- 3½★ 6438 Gene Krupa
THE WALLS KEEP TALKING (FT VC)
COME BE MY LOVE (FT VC)
- 3★ 6431 Charlie Spivak
UNDER YOUR WINDOW (FT VC)
IN THE DARK OF THE MOON (FT)
- 3★ 6430 Lee Brown
'TIS AUTUMN (FT VC)
THAT SOLID OLD MAN (FT VC)
- 3★ 6429 Tommy Tucker
SUGAR DADDY (FT VC)
SOME SUNNY DAY (FT VC)
- 3★ 6424 The Charioteers
NOTHIN' (V)
CALL IT ANYTHING, IT'S LOVE (V)
- 3★ 6422 Cab Calloway
BLUES IN THE NIGHT (FT VC)
SAYS WHO? SAYS YOU, SAYS II (FT VC)
- 3★ 6421 Frankie Masters
LET'S PUT TWO AND TWO TOGETHER
(FT VC)
IS IT TABOO? (FT VC)
- 3½★ 6420 Dick Jurgens
AROUND AND AROUND SHE GOES
(WALTZ—FT VC)
THE MAN WITH THE LOLLYPOP SONG
(WALTZ VC)
- 4★ 6415 Charlie Spivak
A WEEK-END IN HAVANA (FT VC)
MINKA (FT VC)
- 3★ 6411 Gene Krupa
WHO CAN I TURN TO? (FT VC)
STOP! THE RED LIGHT'S ON (FT VC)

VICTOR

- 3★ 27643 Jan Savitt
WHO CALLS? (FT VC)
'TIS AUTUMN (FT VC)
- 3★ 27642 Barry Wood
MINE (Vocadance)
SI, SI, SOME MORE (V)
- 3★ 27641 Artie Shaw
IS IT TABOO? (FT)
BEYOND THE BLUE HORIZON (FT)
- 3½★ 27640 Enric Madriguera
A WEEK END IN HAVANA (Rumba VC)
THE NANGO (Rumba VC)
- 3★ 27639 Duke Ellington
ROCKS IN MY BED (FT VC)
BLI-BLIP (FT VC)
- 4★ 27638 Tommy Dorsey
EMBRACEABLE YOU (FT VC)
THE SUNSHINE OF YOUR SMILE (FT VC)

- 3★ 27620 Art Jarrett
THE MAGIC OF MAGNOLIAS (FT VC)
ROSE O'DAY (WALTZ & FT VC)
- 3½★ 27619 Sammy Kaye
MISS YOU (FT VC)
RANCHO PILLOW (FT VC)
- 4★ 27618 Joe Reichman
TONIGHT WE LOVE (FT VC)
I WISH I HAD A SWEETHEART (FT VC)
- 3½★ 27617 Tommy Dorsey
FIFTY MILLION SWEETHEARTS CAN'T BE
WRONG (FT VC)
THAT SOLID OLD MAN (FT VC)
- 4★ 27616 Barry Wood
A PRETTY CO-ED HAS GONE TO MY
HEAD (VOCADANCE)
THE MAGIC OF MAGNOLIAS
(VOCADANCE)
- 3★ 27615 Jan Savitt
A WEEK-END IN HAVANA (FT VC)
TROPICAL MAGIC (FT VC)
- 2½★ 27614 Enric Madriguera
TSCHAIKOWSKY CONCERTO IN B FLAT
(BOLERO)
- 3★ 27613 Tito Guizar
DARLING CARMELA (V)
LITTLE PRINCESS (V)
- 3★ 27612 Art Jarrett
THE BELLS OF SAN RAQUEL (FT VC)
MA-MA-MARIA (FT VC)
- 4½★ 27611 Tommy Dorsey
TWO IN LOVE (FT VC)
A SINGER KISSED AN ANGEL (FT VC)
- 3★ 27610 Sammy Kaye
MODERN DESIGN (FT VC)
WHEN WINTER COMES (FT VC)
- 3★ 27609 Artie Shaw
THIS TIME THE DREAM'S ON ME (FT VC)
BLUES IN THE NIGHT (FT VC)

**Mape Applauds
"Any Bond" Plan**

SAN FRANCISCO—Commenting on the splendid manner in which the music operators of the West have co-operated in the Defense Bond sale by placing "Any Bonds Today?" in the number one spot on all of their phonographs, Vance C. Mape, of E. T. Mape Music Co., said: "Not since the days of 'Beer Barrel Polka' has there been a record that received the play that 'Any Bonds Today' is getting.

"There are approximately 16,000 phonographs in operation in the state of California and I firmly believe that 80% would be a conservative estimate of the instruments co-operating in the 'Any Bonds Today' campaign. Which would mean that the record is being featured on approximately 12,500 machines, and if the record only gets from six to seven plays per day, which is a low estimate, it would mean in California alone this record is played approximately 80,000 times daily."

1 TO 11, 20CE. - 12 TO 99, 18C EA. - 100 UP, 16C EA.

*You simply can't beat
Miracle Point Needles*

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

**Bing Crosby - - - only on
D E C C A**

**COIN
MACHINE
REVIEW**

52

**FOR
NOVEMBER
1941**



**IF IT'S A HIT —
THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!**

**—CHARLOTTE, N. C.—
SOUTHERN BEARINGS & PARTS CO
315 No. College St.**

**—CLEVELAND, OHIO—
STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.**

**—DETROIT, MICH.—
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.**

**—LOS ANGELES, CALIF.—
RAY THOMAS CO.
1601 S. Hope St.**

**—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.**

**—RICHMOND, VA.—
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.**

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of **DOWN BEAT**, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

1— <i>I Don't Want to Set the World on Fire</i>	Ink Spots, Decca	Tom Tucker, Okeh
2— <i>Piano Concerto</i>	Freddy Martin, Bluebird	Carmen Cavallaro, Decca
3— <i>Jim</i>	Jimmy Dorsey, Decca	Dinah Shore, BBird
4— <i>You and I</i>	Bing Crosby, Decca	Glenn Miller, BBird
5— <i>Yours</i>	Jimmy Dorsey, Decca	Benny Goodman, Col.
6— <i>Elmer's Tune</i>	Glenn Miller, Bluebird	Dick Jurgens, Okeh
7— <i>Time Was</i>	Jimmy Dorsey, Decca	Charlie Spivak, Okeh
8— <i>'Til Reveille</i>	Bing Crosby, Decca	Kay Kyser, Col.
9— <i>Blue Champagne</i>	Jimmy Dorsey, Decca	Freddy Martin, BBird
10— <i>B-I-By</i>	Horace Heidt, Columbia	Carl Hoff, Okeh
11— <i>I Guess I'll Have to Dream the Rest</i>	Glenn Miller, Bluebird	Bobby Byrne, Decca
12— <i>\$21 a Day Once a Month</i>	Tony Pastor, Bluebird	Dick Rogers, Okeh

WATCH OUT for *B-I-By*, novelty song which made the fastest progress of all new tunes in the last two-week period. It's heading Up! *Set the World on Fire* is weakening after a phenomenal success—so are *Piano Concerto*, *Jim*, *You and I* and *'Til Reveille*, although they still are leading the pack and good for a couple more weeks as nickel-nabbers. With the return of ASCAP music to the air there'll be dozens of new songs to contend with. Operators will do well to heed the list of "Sleepers" below w. Most of the "Big 12" hits above were mentioned for the first time in the column below.

"SLEEPERS"

(Looming Up as Hits in the Coin Machines of America)

THE SKUNK SONG—Tommy Dorsey was first to find and record this gem, a natural for the machines if ever there was one. Cute lyrics about a skunk who is "ostracized" by society are capably handled by Chuck Peterson and the Pied Pipers. Tab as a sure winner. Victor.

THE SHRINE OF ST. CECILIA—Pretty new ballad, introduced by Al Donahue's ork with a sterling vocal by Phil Brito, is making fast progress since it was issued three weeks ago. Very promising and worth spotting on all types of locations. Okeh.

JEALOUS—The Andrews Sisters again, with a revival of a 1920 favorite. A male vocal group assists the three girls. Slow tempo, beautifully done. Breaking for a hit. Decca.

ISLE OF PINES—Jimmy Dorsey has this one, another ballad from the pen of Nat Burton, which features a Bob Eberly vocal. May prove another *Maria Elena*. Soft, melodious and romantic music suitable for any and all type locations. Decca.

CONFESSIN' THE BLUES—A "sleeper" if there ever was one. Jay McShann has the only version which means anything, with Walter Brown shouting a lowdown vocal slanted especially at colored locations and spots catering to youngsters and musicians who like the jazz in its truest, most raw form. Decca.

NOTHIN'—A clever novelty, Les Brown's Okeh, Sonny Dunham's Bluebird and Harry James' Columbia all are about even as far as being strong on locations. All have excellent vocals. Very unusual sort of song which may soon start clicking in high gear.

WHISTLER'S MOTHER-IN-LAW—The Bing again, Bing Crosby of course, with the version which means jitneys for your boxes. Helped by Woody

Herman's Woodchoppers and Muriel Lane, it's a contagious sort of novelty song which is going big in the East and Far West but which hasn't hit the Middle West hard enough to make it a top favorite. Dig, on Decca.

MY OLD FLAME—Another fine old ballad being revived, Count Basie may have his biggest hit to date with his

1941 version, sung by Lynne Sherman. Taken at slow tempo, the band gives it a Grade-A treatment. Benny Goodman on Columbia also has it but it's hardly a match for the Count's, on Okeh.

MODERN DESIGN—Sammy Kaye's version of this whacky spot announcement will either sweep the nation or

—TURN PAGE

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

Jack Says— "COME AND GET 'EM"



Jack Gutshall

We've on hand **RIGHT NOW**, and ready for immediate delivery, the largest stock of Speakers to be found anywhere in the West. More than 14 different types to choose from, including the famous Packard Model 600 Console Speaker which is rapidly becoming difficult to obtain. They're here now ready to be taken away in any quantity you may desire.

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

Ample supply of units on hand to take care of your requirements along with thousands of feet of cable to do the job **RIGHT NOW**. Come in today!

ESQUIRE MUSIC COMPANY

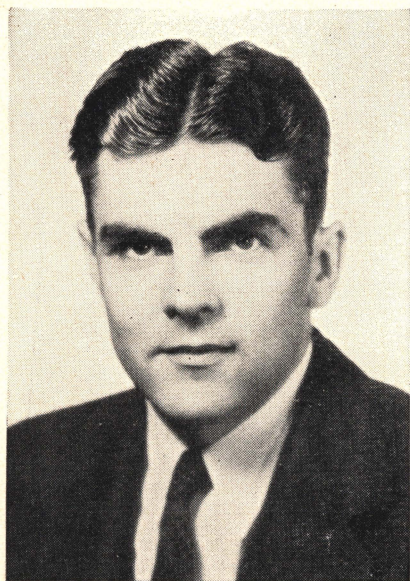
1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

Guy Lombardo - - only on
D E C C A

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Ed Wisler Says:

The World Series may be over but Packard's Remote Control PLA-MOR is still going to bat, earning profits the minute folks see its streamlined design . . . indirect title strip lighting . . . rotor selector insuring perfect selection. Gives dependable service, too! You'll get higher profits faster with PLA-MOR. Let me tell you more!

ED WISLER

District Manager

Packard Manufacturing Corporation
1446 E. McKinley Phoenix, Ariz.

lay an egg the size of an ostrich omelet. A silly song, with moronic lyrics and a lot of "now you sing it" gab by Kaye, it's worth trying at any rate. Victor.

HONEY—Teddy Powell revives this 1928 classic on Bluebird. Too early to tell what will happen but Powell believes it will be his biggest seller in his career as a recording artist. Keep it in mind.

I GOT IT BAD AND THAT AIN'T GOOD—Duke Ellington has THE record of this, with a beautiful, pashy and slow-tempoed vocal by Ivie Anderson. Second choice: Ella Fitzgerald's Decca and Vaughn Monroe's Bluebird. A slow starter but moving up consistently. Duke's is on Victor.

SAM YOU MADE THE PANTS TOO LONG—Joe E. Lewis, the vet comedian, has been using this parody on *Lord You Made the Night Too Long* for nearly 10 years. Now Vaughn Monroe comes along, records it with Ziggy Talent singing, and he has a surefire, can't-miss smash hit. A sensational "natural" for all machines. Destined to pull in many coins for ops who put it on fast. Monroe's is on Bluebird.

Woody Herman - - only on
DECCA

KANSAS CITY

KANSAS CITY, Mo.—Regardless of your place in the Coin Machine Industry of the Missouri Valley, it's Tax, Tax, Tax wherever you turn. Seldom now is there a meeting between even two members of the industry that the talk doesn't get around to the new Federal Location levy.

"It's swell!" Or "It's ruinous!" And sometimes: "I can't see that it makes any difference." But it's always something. There isn't a K. C. operator without comment and a willingness to air it.

For instance Frank Fasone of Acme Amusement Co. reports: "We are finding it difficult to get some of our locations to go down to the Federal Building to pay the tax. It isn't the money, it's just that they seem to fear anything connected with the U. S. Government."

On the other hand Tommie Thompson of United Amusement Co. has found that, "Most locations are very pleased with the new tax, particularly in rural areas. They seem to feel that at last a dividing line has actually been drawn between amusement and gambling equipment. They tell me that they're happy to pay the \$10.00 on re-play machines, that it amounts to less than a dollar a month and that this new dividing line is worth a great deal more than that to them."

Gus Pusateri's new G & R Sales Co.'s show rooms offer an excellent example of efficiency that can be accomplished through arrangement. Arranged around the walls in such a manner that you can stand in the center of the floor and see practically any machine in the firm's stock, G & R shows what can be done in this connection.

Darrell Thompson, formerly with Central Distributing Co., is the new G & R contact man. Edgar Neil and John Washington are in the shop.

Pusateri, who has been in the coin machine business less than 6 months, is of the opinion that most operators concentrate their attention on mechanics so as to avoid off-hour service calls. He believes in adding to this equal attention to glass and wood polishing to complete the job.

With Melton Bartells in the Oklahoma City Central Distributing Co. is Ed Gore who formerly sold for Central here. Ed's home town is Grandview, Missouri.

Central's Parts Department Manager

Clifton Bryant reports that orders are coming through regularly now but are about 6-weeks behind.

Several local distributors have recently asked the question, "What's happened to the Saturday business?" Saturday was formerly a very heavy day along this City's Coin Machine Row, but such is no longer the case. Could it be that operators are catching on to this 5-day week idea?

Joe DiGiovanne and Victor Buccero have recovered from their recent accident which completely demolished the Acme service car. Their new transportation is a very natty Chevrolet of the latest vintage, white wall tires, seat covers and everything. Fortunately Fasone and Buccero were almost completely covered by insurance on the wrecked car.

One of their biggest worries, most operators report, is explaining the new Federal Tax to locations. Helpful in this connection, they say, is carrying with them the outline that appeared in the October COIN MACHINE REVIEW. Locations like to see this explanation in print.

At Universal Manufacturing Co. everything is National Defense. The company and the employees are buying the new bonds and this firm's ticket deals are featuring the bonds as awards. Joe Berkowitz is off on another trip to Chicago to secure more machines, and S. L. Herman, advertising and sales promotion manager, is busy on new arrangements of the good old Red, White and Blue.

United Amusement Co. reports one of its biggest months in history during October. Tommie Thompson is offering 2 to 1 that Carl Hoelzel will gain at least 25 pounds in the next six months. According to Tommie, Carl in only a few weeks of married life has already picked up 10 pounds due to the excellent cooking of Mrs. Hoelzel. From morning until night Tommie sings praises of the Hoelzel table but to date Carl has turned a deaf ear on the idea of taking him in as a regular guest.

Benny Levinson, Junction City, Kansas, is expected to soon be released from the hospital where he has undergone two operations and spent more than a month's time.

From Milwaukee, Wisc., Bill Happel of the Badger Novelty Co. traveled to Kansas City recently to talk business with the United staff.

The American Royal, one of the world's most famed live stock shows, held in Kansas City during the past month, drew operators by the score. And it goes without saying that a few ribbons for prize stock went home with them. Seldom is this event held that operator's entries do not walk away with at least a few of the awards.

Among others at this year's show was Harry Olsen of Noel, Missouri. B. E. Knost of Baker-Knost Novelty Co., Pittsburg, Kansas came in with the Sunflower State delegation; and Virgil Howie of Knox and Howie, Pittsburg, Kansas, was in doing business for the firm explaining that partner Knox was much too busy at home taking care of business to make the trip.

Ted Miller, Clarinda, Iowa, operator also came down to look over the blue-bloods as well as coin machines.

Z. Gershon and Carl Hoelzel have bought out Harry Brown's pin table locations of about 40 spots and rumor has it that Harry

PENNY WALL BOX
for all **AUTOMATIC PHONOGRAPHS**

Automatically
TRIPS and PLAYS any
COIN OPERATED PHONOGRAPH

ADJUSTABLE—
will operate any
AUTOMATIC
PHONOGRAPH

LEGAL!
IS NOT GAMBLING.
PLAYER CAN'T TAKE
ANYTHING AWAY.

FLASH!
INTERNAL REVENUE DEPT.
RULES NOT TAXABLE UNDER
SECTION 5207—1941 REVENUE TAX BILL

NO ADAPTERS REQUIRED

AVERAGES 5¢ to 7¢
EACH RECORD PLAYED

100% INCREASED
COLLECTIONS GUARANTEED
OR MONEY REFUNDED
IF RETURNED IN 10 DAYS!

FREE!
25 FEET
TWO WIRE
ARMORED
CABLE... **\$19.50**

UNITED AMUSEMENT CO.
310 S. ALAMO, SAN ANTONIO, TEXAS

The Ink Spots - - only on
DECCA

is spreading himself in the merchandise vendor line.

As to equipment now in the territory, the report is that there are plenty of used pin tables, used phonos are not plentiful, and stocks of new equipment grow shorter daily although there is no acute shortage, except in a few lines, as yet.

B. K. Anderson. ♦

"Flu" Stops the Minthornes

LOS ANGELES—Jean J. Minthorne, Rock-Ola distributor, accompanied by Mrs. Minthorne, Super-Chiefed to Chicago last month for a three weeks business and pleasure trip. He managed to take care of the business, buying four carloads of Rock-Ola equipment, but the "flu" caught up with both of them and cut short the pleasure end. Both were glad to get back to sunny California.

Since the Minthornes return their offices have been a beehive of activity. E. V. Clark has been added to the staff as auditor and office manager and two more service men added to make Rock-Ola installations and turn out the Tone Columns for wired music to fill Jean's many orders.

Among the visitors to Jean's office November 5th to help Jean and Dolores celebrate his birthday were Jack Nelson, of Rock-Ola; George Murdock, Rock-Ola District Manager; Frank Navarro, large Rock-Ola operator, and Charles Macfarland of the Morris Plan in San Francisco. A huge cake as well as liquid refreshments were sampled by the many friends who dropped in to congratulate Jean. ♦

Victor-Hearst Tie-Up to Aid Operators

CAMDEN, N. J. — Operators should greatly benefit from RCA's new promotion of individual songs and records to the mass nickel dropping public, tying in with Hearst's "Puck, the Comic Weekly." This publicity will run ten weeks in fifteen major newspapers in fifteen key cities.

Hearst's papers will carry news and feature stories, photographs, advance announcements, truck posters, and spot announcements on Hearst radio stations. The actual color page will include pictures and a biographical story of the individual artists.

This publicity feature will be carried in Hearst papers in Detroit, Albany, Baltimore, Boston, Los Angeles, Chicago, Pittsburgh, San Antonio, San Francisco, Seattle, Milwaukee, New York; and in Washington, D. C., Syracuse, and Atlanta independently owned papers will also carry the feature. ♦

Part of the happy throng at International Mutoscope's dinner for the arcade men in the New York area. Bill Rabkin of Mutoscope footed the bill in celebration of the best arcade equipment year his firm has ever enjoyed. Just look at the smiling faces—they enjoyed it too!



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

FOR SALE

1 ROCK-OLA MYSTIC MUSIC CENTRAL STATION (talk-over music) complete with 10 Mystic Combination Master Rockolite Phonographs. Reasonably priced.

Liberal Terms.

24-UNIT VOCA-TELE CENTRAL STATION complete with turn tables. Will sell either as a whole or units of 6, 9 and 15. Very reasonable.

Liberal Terms.

1 CENTRAL STATION UNIT complete with 10 rebuilt cabinets, complete with amplifiers, etc. Very reasonable.

Liberal Terms.

Wide Variety of Various Cabinets for Use in Connection with Wired Music.

JEAN J. MINTHORNE

2920 W. Pico Blvd.

Los Angeles, Calif.

PA 1179

COIN
MACHINE
REVIEW

55

FOR
NOVEMBER
1941

Mutoscope Host to Arcade Men

NEW YORK—Approximately 150 penny arcade operators of metropolitan New York and New Jersey, as well as public officials, attended a dinner party October 3 given by International Mutoscope Reel Co. to celebrate what William Rabkin, Mutoscope president, termed, "the biggest and most successful arcade year in our history."

Notables attending the super-festive occasion included License Commissioner Paul Moss and Hiram S. Hall, industrial commissioner, Queens chamber of commerce.

Mr. and Mrs. William Rabkin saw that the event got off to a congenial start by inviting guests to the cocktail room of New York's Fifth Avenue Hotel, where the dinner party was held.

Jovial Al Blendow, who was in charge of festivities; Earl Winters, M. Leschen, and

other members of the Mutoscope "family" also did their part in making the evening a highly entertaining one.

Following dinner, short talks were given by William Rabkin, Hiram Hall, Paul Moss and Mrs. Grace B. Rabkin. Al Blendow acted as toastmaster.

Billy Glason, in the role of M. C. handled the splendid show which capped the celebration. This included entertainment by Burns and Swanson, dance team; Francis Carlyle, magician; Eddie Clark, comedy waiter; Mildred Windell, songstress; Mary Lou, accordionist and singer, and Arthur Ball, tenor. ♦

Jimmy Lunceford - - only on
D E C C A



Wayne Christy, Northwest manager for West Coast Automatic Candy Corporation, signs another large order for Univendors. W. E. Earl, Western Representative for Stoner Corporation, looks on approvingly.

Atlas Has Coast To Coast Business

CHICAGO—Atlas Novelty Co. reports a warehouse full of ray guns, phonographs, consoles, pin games and other equipment. "There's 25,000 square feet of floor space in our warehouse," stated Eddie Ginsburg, Atlas official, "and every inch is taken up with equipment."

"We are selling to operators from coast to coast, and they find we can meet every demand for machines at the right prices."

The loading and shipping platform at Atlas looks like that of Sears, Roebuck & Co. with large shipments of machines of all types going out to operators throughout the country.

"But darling, if I marry you I'll lose my job."

"Can't we keep our marriage a secret?"

"But suppose we have a baby?"

"Oh, we'll tell the baby, of course."



Send Copy Today for the
Christmas Issue

of

THE REVIEW

Final Forms Close Dec. 5

Pasadena Wired Music Consolidated

PASADENA—The two principle wired music operations in Pasadena were consolidated on November 1st resulting in an operation of more than 50 stations.

Arch C. Riddell and his Harmony Hostess system have taken over the Rhythm Aire system operated by Charles L. King and King is no longer associated with the new consolidation. By November 21st the Harmony Hostess studio will be moved to the 905 Green Street address of Rhythm Aire.

New consolidation is operating around the clock with a record library of 7500 recordings.

Gutshall Bags 3 On Hunting Trip

LOS ANGELES—Jack Gutshall, Esquire Music's head man, returned home in late October with three deer—one buck and two does—he bagged on his hunting jaunt into Idaho. Others in Gutshall's party were equally lucky but Jack topped them all in the number of kills.

Jack got the first one on his second day out. Returning home he had the three frozen and it looks like the Gutshalls will be munching venison 'way into next Spring.

Wolf Sales Host To Wurlitzer Group

DENVER—Wolf Sales Co., Wurlitzer Denver Distributors, entertained a large group of Wurlitzer officials at a meeting held last month. Part of the group appear in the picture above.

Left to right: J. C. Ditto, Service Manager for Wolf Sales; Al Roberts, Manager of Wolf Sales; Fred Fields, Wurlitzer Distributor in Seattle, Wash.; Harry King, Wurlitzer Factory Representative; Ed Wurgler, Wurlitzer Credit Manager; Al Goldberg, Owner, California Simplex Distributing Co.; M. C. Hammergren, General Sales Manager; Bill Bye, Wurlitzer District Sales Manager for the West Coast; Spence Reese, Assistant General Sales Manager; Ed Smith, Manager California Simplex Distributing Co.; Wolf Reiwitz, Owner of Wolf Sales; Russ Smith, Sales Representative, California Simplex Distributing Co.; L. W. Peteet, Wurlitzer District Service Manager.

Ballard Returns Home

PORTLAND—Clayton Ballard, Packard District Manager for the Northwest, returned from a trip in Eastern Montana the last of October and reports business is fine throughout the territory.

GLASSES for Evans' TEN STRIKE!

WHILE
THEY
LAST!

Curved Front Glasses
and Top Glasses . . .

\$250
EACH

24 HOUR SERVICE ON ALL PARTS

Parts for all types of coin controlled machines are always in stock. Highest quality, manufacturer's originals, offered at bargain prices. Order by number, description, or send in parts to be duplicated.

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 55c a thousand in 25,000 lots, 65c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

MAILING LIST

of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 402 West 42nd, New York City. (AD-C)

WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

SLOT MACHINES REPAIRED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone Citrus 3-3721. (TF-C)

WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

FOR SALE

Paces Races, brown jackpot, \$114.50; Penny Dukes, \$17.50; 5c 4-column Select Package Confection Vendor, \$19.50. COLEMAN NOVELTY, Rockford, Ill. (ON-P)

STEER HORNS FOR SALE

Seven foot spread, polished, and mounted. Fine decoration, Rare opportunity. Free photo. LEE BERTILLION, Mineola, Texas. (OND-P)

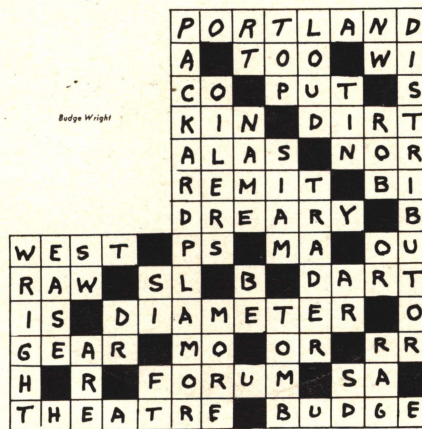
WANTED TO BUY

Used Phonographs of all models. Top prices paid and immediate cash. GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles, Calif. (TF-C)

BARGAINS, NEW AND USED

Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

Solution to Puzzle On Page 22



BARGAINS, USED AND REBUILT

Arcade and Sportland Machines, Punching Bags, Fortune Tellers, Mutoscope, Movie, Grippers, Postcard and Automatic Pianos. DOWNING ARCADE CO., 212 23rd Ave., San Francisco, Calif. (N-P)

FOR SALE

Phonette Penny Music, slightly used, \$12.50 each. Adapters, \$13.50 each. R. E. TANNER, 1246 Sanborn Ave., Los Angeles, Calif. (N-P)

USED RECORDS

** BOUGHT FOR CASH **

We will buy for cash all your 1940 and 1941 used records. We will buy your records for 5c each, providing they are in good condition. They must not be scratched or cracked. We will buy RCA Victor, Blue Bird, Decca, Columbia, Brunswick, Varsity, Vocalion, Okeh, Standard, etc.

Always make shipment by Motor Transport the cheapest way. Charges Collect COD subject to our EXAMINATION. Make shipment in lots of 100 or more records for 5c each. Mail Postcard or letter giving number records shipped, giving name of Motor Transport to

BADGER MFG. CO.

2624 West State Street, Milwaukee, Wisconsin

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November, 1941

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COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1941

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
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SEND CASH
WITH ORDER

5c a Word
3 Insertions
at Price of 2

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of \$.....

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Name and address should be included in the word count.
Copy must reach Los Angeles office by first of each month.

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Join the thousands of operators who are investing heavily in one of the soundest and surest investments in the world today — your own United States Government Defense Bonds. Every member of the Mape organization, as well as the J. P. Seeburg Corporation, have already purchased substantial amounts.

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2. SEEBURG MUSIC SYSTEMS

Here is another certain investment when continuous profits are considered— Seeburg Music Systems . . . built and designed for every type of musical installation.

IN THE BOOTH - - ON THE BAR - - ON THE FLOOR

Seeburg Music Systems enable the operator to practically place the coin chute at the patron's fingertips anywhere in a location.

If you have not as yet installed a Seeburg Music System . . . we sincerely advise a visit to our nearest office for proven facts and figures!

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LOS ANGELES**

**(GARRISON SALES CO.
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**284 Turk St.
SAN FRANCISCO**

COIN
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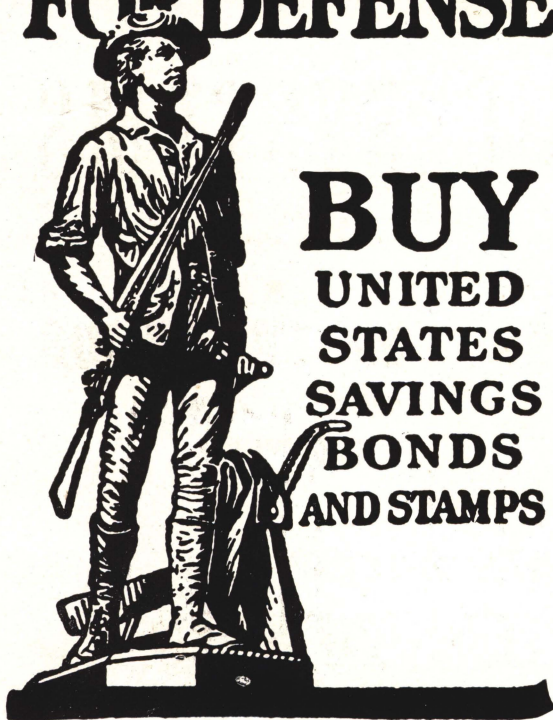
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FOR
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1941

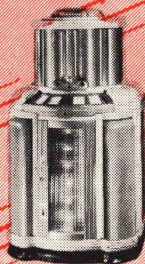
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Victory job. MUSIC is FOR DEFENSE . . . UNCLE SAM
WE WILL GIVE YOU ACTION!

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When You're Near Me
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